

163 - 8 Essentials a Social Media Manager Needs on Their Website

Laura Davis: [00:00:00] In this week's episode, we are discussing what freelance social media managers need on their website.

Laura Moore: Hello, and welcome back to another episode of JFDI with The Two Lauras. This is the weekly show where we share all sorts of things relating to working as a freelance social media manager. Today we're diving into your website and we want to talk about eight things that you need to have on your website if you want to attract clients, if you want to look professional.

If you want people to want to hire you. So we're going to dive into eight things and we'd love to continue the conversation. So if you are in our customer group, The Social Media Managers' Lounge, come in there, let us know which of these things you are missing on your website or which are the things that you think that you should be adding.

Uh, we're always open to discussion and hopefully we won't go off too much on a tangent, but I will just warn you that Laura has got a bit of a stinking cough. Um, so if she starts going off on a tangent with her cough and I start filling in, don't worry. Anyway. Right.

Let's dive in. The first one is [00:01:00] one that we talk about a lot and I feel like we've talked about this on the podcast a lot as well. Um, application forms. So important on your website.

Laura Davis: Yeah, I, I think this is, if you're going to have anything. This is, this is the most important thing.

Laura Moore: What, literally just that?

Laura Davis: Well, yeah, because actually there are plenty of people who still are working on their websites who just have that application form.

And I think, you know, if, if that's all you've got, I think that's where you should start from. Because you have to filter out the time wasters, filter out the people who can't afford you. Like there's no point getting on a call with someone who has no budget. And doesn't understand what you do, doesn't understand social media marketing.

You just, uh, an application form is a way to filter those people out and everybody should have one. Fact.

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Laura Moore: And I think people often think that an application form is just to filter people out, but it isn't. It does something way more than [00:02:00] that, which a lot of people don't realise, and this is like psychology driven.

An application actually builds desire in somebody wanting to hire you. Because if you think about it, if you have to fill in an application form immediately you're like, oh God, I hope they don't reject me. So then you want it more. So it just, it helps with that desire building and it can, like Laura said, it can get rid of the people who haven't got budget, but it can also make you think, actually this person isn't quite right for this service, but maybe I could talk to them about this service.

It primes you for your discovery calls. You know exactly what you're going to go into that call talking about. It helps you to go and do any like research that you need to do before that discovery call. Make sure that everyone's on the same page and it just makes your life easier. And if you don't have that and you go into a discovery call, it's no wonder your discovery calls feel really, really difficult.

Laura Davis: I think the application form is, is it just sets, it sets the tone for everything. And it sets you off on that right path of then having a good positive discovery call. [00:03:00] It means your proposal will be useful, um, will be even better, sorry, because you can use the words that they've used to describe their business on the application form, so, there are so many benefits, and I do –

Laura Moore: And also, a lot of freelancers when they go into a discovery call, the client kind of treats it a bit like an interview. If they've had to apply to work with you, that, yeah, it kind of levels that playing field out and stops them thinking about it like that. So it's a good one for that, especially for businesses who've never worked with a freelancer before. It's great for that.

Laura Davis: And I think it builds a little bit of trust. It makes you, it just makes you appear more. Like you've got your processes in place, you've got a system, your proper business, rather than someone sending you a DM going, hey, can I jump on a discovery call or call with you? And you go, yeah, sure, here's my Calendly.

And then five minutes later you're on a call. You've done no prep, you know nothing about that business. You don't know whether they can afford you. They don't know what your, [00:04:00] you know, rough prices are. You know, so everything. It's a bit of a shit show

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when you don't have that kind of system in place. So yeah, I think, well, I think we've hammered that point home. But yeah, an application form is essential.

Laura Moore: It's why we do what we do in the toolkit where we help people to actually plan and build their application form. And we actually do a, a review of people's application forms before they like set them live so we can make sure the questions are right, they're asked in the right way.

They're not asking questions that are going to stop people from filling that form in. They're not asking questions that they don't need to ask, and they are getting the right information. So everyone who joins The Social Media Managers' Toolkit gets this review as standard.

Um, so if you haven't already joined the toolkit by the way, and you're like, hang on a minute, I don't really know what I'm doing with this, dive into it. The link will be in the show notes, or you can just go to thetwolauras.com/toolkit and you'll get a review, um, when you join as well. So, yeah, have a think about that.

Number two on the [00:05:00] list of things you need on your website. Now, this is really important, but it is something that you may not have when you're very first starting out. But if you are very first starting out and you don't have what I'm about to say, I want you to make sure you keep this on your radar and you add it as time goes by. And if you are not new and you have had clients, you need to have this on your radar and you need to be updating it all the time. And that is case studies.

Case studies is so important because they help people to understand so many things, right? So they can understand what it's like to work with you. They can understand that they're the right fit, because you're talking about clients or businesses that are like them. They talk, you're talking about the struggles that people had before they worked with you, and they're like, oh yeah, that's what I've got.

You can talk about the outcomes that people have had, the transformations, the results, the, you know, um, what's happened for their business, and then people reading them like, oh, I want that too. So there's so many things that case studies can do and they make you look really good. And case studies are the one thing, well, there's probably a few things, but they're one of the most important things that set you apart from everybody else because your [00:06:00] case studies will be different to everyone else, no matter whether they serve the same people in the same area with the same price, whatever.

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Your case studies are never going to be the same, so they set you apart and make you look really, really good. Um, but if you're very first starting, it's hard, isn't it? If you don't have people, you can write a case study about.

Laura Davis: I think it's a nice way for people to kind of get to know you if you, you know, a well written case study is great for getting you across of the, the way you work and your, you know, your skillset.

I would say if you're brand new and you haven't got clients. Or maybe you've just started working with a client. One thing that I would absolutely recommend you do is be taking screenshots of metrics, now being, you know, making notes of what's happening, any wins. Because when you know, it's, it's interesting.

People always think, oh, well, I'll write my case study when that, that's come to an end, and you should do that. You should be trying to write case studies whilst you're working with a client. You can always update it if you get better results [00:07:00] or better, you know. Quotes from them or what have you. So you are not waiting till the end of your kind of experience with that client, but you are wanting to just be capturing things as you go, especially in those early days when you first start with a client.

Make sure you've noted down, like where they're at, what, how they're feeling, and they've, that's probably come across in their application form or maybe on those discovery calls. Keep those, keep those as a record and go in. When you first get in there, take screenshots of all the metrics, so you, you have got that, that baseline, so then you can then tell that.

You've got evidence that journey kind of visually, not just by saying, oh well I've grown their account by a hundred percent. You could literally have their screenshots as, as the receipts as they say. Um, so that would be my advice to anybody working either brand new or working with a new client. Just make sure you get those and go and put them in a folder somewhere.

Laura Moore: Yeah. [00:08:00] And if you're working with clients like on a long-term basis, and you, let's say you write a case study after three months, 'cause you've had a great win. Six months later, things may have changed even more. So you can go back and update it. Exactly. And just constantly be updating them. But you want to always include the starting point.

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You want to have specifics about what kind of industry they were in, what kind of problems they were having. All of those things that people are reading this story and seeing, okay, this is where I'm at right now and I want what they've got. So it kind of documents that journey.

Laura Davis: And I think sometimes people worry, like if they've worked with a range of different businesses and then they're going quite niche in who they want to work with, they worry about, oh, you know, I can't put this case study up 'cause that business isn't in that industry now I get that.

And in an ideal world, if you are working in a certain industry, you would only. You know, and if, if you, you know, that ideal world existed, you would just want those case studies within that field. But if, if you haven't got that, those case studies are still relevant and you should still put them [00:09:00] up there, especially if you feel like the problems that you have solved for that client are transferable to, into different industries, which I suspect they probably would.

So you want to lead more with, with that and how you've, you know, resolved the problems and how the ben, the benefits of working with you rather than going too much into obviously what the industry is. But, but that case study is still relevant and can still set you apart from other people. Um, regardless of whether it's in your chosen industry, you want to work in.

Laura Moore: And don't just hide your case studies away or don't just put them on your website and just be done with it.

Like use them constantly. Refer to them in like emails. Use them for social content. Attach them when you are sending an email to a client, copy some of it out of, out of the actual case study and put it in your proposal.

There's so many like times that you can use that information, that you can share it with people because sometimes it's just a little snippet of it. That's great. Sometimes it's the whole thing, but they're really, really useful. [00:10:00] So yeah, definitely don't discount them.

Okay, so number three, and this kind of ties into that. It's testimonials. Testimonials are so important on your website, and they are, they sometimes will form part of a case study. So

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ideally a case study, we will have a testimonial in it, but you want testimonials to be standalone as well across your website in various different places.

So let's say for example, you sell power hours. Great. Get a testimonial from a Power Hour, put it on the sales page for the power hour, and have those spread around so that people don't have to go and look for the proof that you're good at what you do. It's always like right there in front of them.

Laura Davis: And as, as with the case studies, you want to be trying to get those. As you are working with people, don't just go, oh, okay, that's the end of our contract. Now, can I have a testimonial? You want people when they're, so I, ideally, when something goes really, really well, you want them to, especially if they just say something, obviously unprompted, you can just say, oh my God, can I [00:11:00] use this?

But if, if they haven't said anything, you can totally go in saying, oh, look, you know what? I'd love a testimonial to put on my socials or on my website, can you write me something? And in fact, a lot of my old clients used to say, yeah, sure. You just write what you want it to say and then I'll just check it over. Which was brilliant.

Laura Moore: And a, a good, a good time if you're unsure when you should ask them, a good time is when you've just told them something really good or they've just said to you, thank you. That's brilliant. Because then you are, then you know that they're happy. So you can say, oh, I'm really glad you're happy.

Can I have a testimonial? Or you've just told them something really, really good and then you're like, I'd love to write a case study, a testimonial about this. Can you give me a testimonial?

Laura Davis: Yeah. And if you're doing things like power hours strategy audits, think about how can I make sure that I am capturing this kind of stuff, you know, it's all very well when you have a relationship over a longer period of time with a client. [00:12:00] But anything which is more short term, think what can I do to make sure that I get this test-, Like, am I sending out a review form? Am I asking them at the end of a call? Like, what are you doing?

Um, no right or wrong, but just make sure you have that in your process so you absolutely every opportunity are getting some kind of testimonial.

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Laura Moore: And try and be organised with where you're putting all of this stuff. Because from experience, sometimes when we were writing a sales page, we're like, I need a testimonial for this thing.

Where can I find it? Because we were not organised like back in the day. Stuff's everywhere. If you are organised right from as early as possible in your business and you've got folders for different services offers, that's the easiest way to then go and find something when you want to talk about something specific. Um, so try and be organised with it.

Okay, number four. It's probably my favourite thing on a website, if I'm honest. I think it's the thing that has generated the most leads for me throughout my, throughout all [00:13:00] of my businesses, not just like now, and that is a blog. I think blogs are quite often discounted, especially now in the days of ChatGPT.

People are like, oh no, what's the point? But blogs are so useful for so many reasons. The obvious one being SEO. So many of my leads find me because my blogs are SEO optimised and some of them are a bit random. One of my blogs is really, really old. It still gets me so many tr-, so much traffic and leads constantly.

Which is weird because the blog is about how to get swipe up on Instagram with less than 10k followers.

Laura Davis: You're showing your age.

Laura Moore: Which you don't, like, we don't even have swipe up. It's just weird. Um, but that still works for me. It just shows like the longevity, I think of blog content.

Laura Davis: Yeah. What I love about blogs is when you have, you have a lot of people in your world. Jumping into your DMs, going, oh, could I just ask you a question? Could I this, could I, that If you've got a bank of blogs, you could say, sure. [00:14:00] Ask a question, and then you reply with a blog.

If you don't have a blog, you quickly write the blog, because then you can use it in the, you know, in the future. So it means you are not essentially wasting your time with people who are asking for free advice. Um, so it can be a great way to just be a bit more efficient with your time. And obviously if you optimise those blogs to make sure that you, you're selling something in that blog, then –

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Laura Moore: Yeah. Or including testimonials, case studies.

Laura Davis: Yeah. Yeah, absolutely. Then I definitely think it's worth doing. You know, blogs don't have to be hugely lengthy. They've just got to answer a question that people ask. And if you are noticing that there's lots of people asking you the same question, write a blog about it, and then you've got something. To chuck their way. It's great if you are doing ads as well. 'cause obviously that will all build up to your audience, build through the pixel.

So definitely, just don't, you know. Yes you can be, [00:15:00] write SEO based blogs. Absolutely. But also trying to think what blogs can I write that will quickly answer any of my potential clients or potential customers problems.

Laura Moore: Yeah. And what will make you look good? As well.

Laura Davis: Yeah.

Laura Moore: Um, and if you like, so Laura just said about adding other things and optimising that blog a few years ago.

You know how people have like a word of the year? We had a phrase of the year, which was no dead ends. So we were like, if anyone lands on our blog, we don't want that to be the only thing they look at. So if you go and look at any of our blogs, if you go to the two laws.com/blog and just open any of our blogs, you will see that there is no dead ends on any of our blogs because people can use a search, they can get, get a lead magnet, they can go and read another blog.

They can buy something, like, there's loads of things that people can do on that page as well as reading the blog. So you don't want somebody to land on that blog and then just vanish. You ideally want them to be able to take themselves on a little journey to go and find out more. Because then you look better.

Um, they start to build that trust and that [00:16:00] relationship, and that's like more of those touch points that you need to turn somebody into a client. So just have a think about that as well. And you don't have to do that from day one, like your first, when you first start your blog. It can just be a blog, but just over time, just think, how can I make this better? What else can I put in here? What else can I link to, et cetera, et cetera.

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Laura Davis: Nice.

Laura Moore: There you go. And also make sure you reuse your blogs, whack them in your emails, put them, uh, you know, turn them into social content, et cetera. Don't just leave them there to fester, which is what a lot of people do.

Laura Davis: Yeah, they do.

Laura Moore: Um, number five, I have to caveat by saying we do not currently have this page on our website, which Laura may not even know. Um, but it is coming, it just broke and I haven't got around to fixing it.

Um, and that is an about page, I think about page is important because people kind of want to learn more, don't they? So they might land on your website. They might say, oh great, okay. I know that this page is for me 'cause you're talking to my niche, you're talking about my problems, blah, blah, blah.

[00:17:00] They might read your blog and think, yeah, great, this person's talking about loads of great stuff. They might go and read case studies, et cetera. But an about page kind of helps them to learn a bit more about you in relation to them. So it's not about you, it's about them.

Laura Davis: It's not your CV.

Laura Moore: Yeah. But it's kind of, it helps them to understand that you are the right person. That makes sense. Um, so whilst it would include like photos of you information about you, it's written in a way that's about them. That's quite difficult for me to explain. Um, but yeah, it's not a CV, as you said.

Laura Davis: Yeah. It's not your record of achievement.

Laura Moore: No. I started in 2010 by doing blah. Yeah. It's not that. Anyway, our about page will be fixed at some point.

Um, right. Moving on before we dwell on us not having the one thing that we're recommending, number six is one that I think lots of people don't consider. [00:18:00] But it can be a moneymaker. So I like this one. This is a recommendations page. So Laura and I are, you probably know we love a good affiliate link. You know, we will chuck an affiliate link around like, there's no tomorrow. Um –

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Laura Davis: Well, only if we genuinely use that tool.

Laura Moore: Oh yeah. Only for things that we recommend and like not some random shit.

Laura Davis: Not like a bikini.

Laura Moore: Yeah, no, not for that. Um, although we do get some random people in our DMs. Like offering up really weird affiliate links, which yeah, we definitely don't share. Um, but anything that you've used that you currently use, that you've maybe a course you've taken a tool, a platform, whatever that you recommend that is useful to your audience. So it needs to be specific to your audience.

Put it on a page, like make yourself a page of things that you recommend, because that's helpful when people are looking for recommendations and it can make you a bit of money, which is obviously great too.

Laura Davis: There's people in our world have got the, like toolkit affiliate pages, haven't they? And yeah. Um, [00:19:00] membership pages, so. It's still, again, if someone asks you if you've got some, rather than just saying, oh, here's my affiliate link to The Social Media Managers' Toolkit, you can send them to a page that talks about why the toolkit is so incredible and the results that they personally got.

And, and that is great for them to, you know, get that kickback, especially on something like the toolkit. Because you, it's a, you know, good –

Laura Moore: Good kickback.

Laura Davis: – chunk. Yeah, yeah, yeah. Nice bit of money, so definitely. Yeah, definitely just think outside the box about what kind of things you do recommend, and it's not always just the tools, it's the courses and things.

Laura Moore: I think it's useful as well. If somebody lands on your website and they're seeing all the things we've talked about so they can already see that you are an expert and they start to trust you and then they see your recommendations and especially if they see some really good tools, maybe even something they're already using that builds trust again.

Especially if they then go and use one of your links and [00:20:00] they go and use whatever you've recommended. And they like it too. They're like, they remember you for

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that. Right. I remember people who've recommended things to us that we still use. And I think that's a good relationship builder.

Laura Davis: Yeah, definitely.

Laura Moore: Okay. Number seven of the eight, we're getting there. Number seven. Could be a standalone page and should be, but also should be across other pages. And that is a lead magnet signup page. Um, so yeah, a standalone page, but also you might have a section on a blog, for example, like we spoke to, spoke about earlier.

If you're listening to this and you don't yet have a lead magnet and you don't yet have an email list, please put this to the top of your list. It's so important, so important. Email marketing is one of the highest converting kind of marketing methods that you can use. And I know that you are a social media manager and maybe an ads manager and like that's your, your specialty. But if you want to build trust and convert people [00:21:00] quicker, email is how you do it. And email is also how you protect your business from hackers going and taking your account, Facebook closing down your ad account, all of those things. If any of those things happen and you lose your audience, you've still got your email list, you can still email those people

Laura Davis: And remember, uh, an email list, you're, you are building a list of people who have actively chosen to opt in. And to to find out more and to read more. It's such a warmer audience than people who just might follow you on Instagram and maybe see one post every month. You know, you have so much more control. It's not, you know, completely.

In your control, like you could end up in spam and all of that jazz. And obviously people might not actually press open on your email, so it's not completely Oh, a hundred percent of people on your email list are going to read your emails, but you've got far more control with your email than you have with any social media platform.

Laura Moore: Yeah. But you need a lead magnet to get people on your email [00:22:00] address. Your email list. So, um. Yeah. Lead magnet page. Really, really important. Think about what that lead magnet could do. And we always say that a lead magnet needs to solve a problem because that's why somebody wants it, isn't it? That's why they sign up to get it.

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'cause they're like, this thing's going to solve my problem, but it also needs to create another one. And then the, the next problem is the thing that you sell. So, um, the example we often give, and I think we've probably spoken about this on the podcast before, is if you want to sell an audit. Um, so an audit is like where you are showing people what they're doing right, what they're doing wrong, where there's opportunities.

You need people to understand that they might be doing something wrong. So they need that, that service. So a good lead magnet might be a way for them to understand their analytics. So they then go and look in their analytics and they're like, oh, my analytics are really bad. My data looks terrible, but I don't know why.

The audit then tells them why. So think about it. So the, the two things kind of join up together. Because a lot of time people will [00:23:00] just like, oh, I'm just going to chuck a load of templates together. Well, great, that might get people on your email list, but it's not moving them closer to actually spending any money with you unless you sell templates.

Laura Davis: And you don't want a lead magnet that people just don't use, like, what's the point? The amount of lead magnets we have signed up for over the years. I dread to think, but you know, there's very few that I can actually think of that actually have been useful and things that go back, you know, people go back to all the time, and it's one thing that whenever we are creating lead magnets, we're always thinking right.

How can we actually make this really useful? Yes, we could go and create a little, you know, PDF, a little ebook thing that no one ever uses or we can make it actionable. So there's things in there that people have to come back to refer back to. But you also want to cater for people who don't like a big document.

So maybe you want to test, you can have an ebook, but then the next [00:24:00] thing you do exactly the same, but you make it private podcast or you do it as a, a, a video and you record that and give it them that way. So it doesn't have to be in depth. Well, it could be, um, but it. Just don't think, oh, I'm just going to put together a PDF. Because that's not catering for everybody and possibly more forgettable.

Laura Moore: I think it depends what you've put in it, isn't it? Like we've got a really good lead magnet that people refer to all the time, which is a PDF, but we've equally got calculators that people use. We've got videos that people watch. We've got so many different –

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Laura Davis: Podcasts.

Laura Moore: – types. Yeah, podcasts. We've got so many different types of things that we can cater for lots of different people in terms of format, but also in terms of the problem that we're solving. But start with one always.

Laura Davis: Yeah. But I think on that point it's about and and I think we can all be guilty of this.

Like I remember my first lead magnet when [00:25:00] I was just doing freelance work and I, I was like, right, tick, done that. But you shouldn't, you shouldn't be like that. Like we now will look at our lead magnets. We'll push them out on socials. If they do well, we then maybe push them on ads as well and then after a period of time, which will vary, we'll go, right?

We've had a thousand people sign up to that lead magnet, who's actually bought anything? Have they moved further? And it might be that they haven't, but they've also downloaded some other things, or they're now more in our world and we know who they are. And you know, some of our products have got a high consideration period, and that's fine.

But we need to check that people are still in our world, they're still opening our emails, um, or. They've bought something. If we've had a lead magnet go out to thousands of people and over six months, 12 months, whatever timeframe we are looking, no one spent any money, then we've got to think, well actually, is this, [00:26:00] is this worth us certainly putting money behind from ads?

Um, it might be fine to have on the website somewhere, sat in a blog or something, but do we want to be investing heavily our time and energy? And likewise, we've had great lead magnets that have, we've, we've done in a certain format. They have done well. They've maybe converted a few people, but we're adamant, we're fairly confident that the, that the topic is good.

So we've then redone it. So we've put it out in a different format, and then we've looked at the data and gone, okay, this one is converting better than the original, so let's now continue down that avenue. It's that whole constant testing, and although I think. We sit here going, you have to have a lead magnet and have to have a lead magnet sign up page for the purposes of this podcast.

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It, it's not just a tick and done, and then forget. Unfortunately, you want to just schedule in and it's great to get one out there and it's [00:27:00] great to get that done and I'm not knocking that. But then once it's out there, just pop a note in your diary for three months time. A month's time, whatever. And just to, to review that, to look at the data.

Is it getting leads? Are those leads staying on your list? Are they all a hundred percent unsubscribing? You know, what can you learn from that data to help you inform where to go next with your lead magnets?

Laura Moore: And if no one's signing up, is that because you just haven't told anyone that it exists? 'cause that happens a lot too.

Laura Davis: Yeah. Yeah. I think we could probably do a whole podcast on lead magnets.

Laura Moore: We probably already have to be fair.

Laura Davis: Probably have. Yeah.

Laura Moore: Um, if you want, do want help with lead magnets, we've got a really good masterclass in the Inner Hub about lead magnets from Teresa Heath-Waring, so we'll link to the Inner Hub as well in the show notes. Um, or you can just go to thetwolauras.com/innerhub.

Okay. Final one for your website. And this isn't a page, this is just something that you need to sprinkle across your website.

Laura Davis: It's something you need to sprinkle across your website, but lots of people seem to do this [00:28:00] wrong.

Laura Moore: Yeah and lots of people seem to not check that it works.

Laura Davis: Yeah, well that's what I mean by wrong.

Laura Moore: Yeah, it's like annoying. Um, drum roll. Can you guess what it is? If you work in social media, probably not. Um, your social media links, I know it seems so obvious, but people either don't put them on there or they use a templated website and they don't update the link, so it just takes me to Instagram in general, not their page.

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Um, or it takes you to like, to an old page because they've updated their handle or whatever. And it's just, it's one of my biggest bug bears when I'm trying to get in touch with somebody.

Laura Davis: Yeah. Yeah. I like to, when I go on someone's website, whether it be through this, like our work or whether it be as a consumer of something, I always like to go and check them out on social media, always. Especially if it's a service. Less so if it is like I'm buying some clothes –

Laura Moore: I'm, oh, I don't know. I always go and want to look at their, especially jewellery.

Laura Davis: Yeah, yeah. No, I, well, [00:29:00] I, less so, but more, more for me, if it was a person, ie, you as a social media manager, I want to go and check them out. I want to go and look, look at their face.

I want to check their reel. And the amount of times those links do not work. Now if I was looking to hire a social media manager. And they haven't been able to link to their social media on their website. It would be an automatic red flag. There's so much choice out there now for social media managers.

I don't need to hang around and really consider somebody. If they're giving me a reason to think, nah, then, you're, you're crossed off that list. So do, if you do one thing today, just go and check those links. And whilst you are checking, do not link to platforms you are not active on. The amount of people, because probably it's like these templated, you get all the little icons at the bottom.

Say, oh, there's X, Okay, I'll, I'll link to my old X account that I've not been on since it was Twitter and [00:30:00] you know, and it's, you, you don't use it. Because again, if that client happens to click or potential client happens to click on that Twitter or X one or whichever account that you are not actually using, what impression is that going to give them?

Yeah, so only link to the ones that you are act, actually marketing yourself on.

Laura Moore: Yeah, and I, a lot of people will say, you shouldn't link to your socials because you want people to stay on your website. Now I agree with that. If it's a standalone sales page, if it's some sort of funnel page, agree, hundred percent.

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If it's your website, people want to go and look. And especially if you want to, if you work in social, people want to see your social channels. We've done research on this. We know that a high percentage of people who are looking to hire a freelance social media manager, and an ads manager will go and look on your socials and if they can't get there easily, like Laura said, they're going to leave.

So make sure it's on there and do your clients a favour as well, and make sure that their links work because if they don't, they're going to thank you for flagging it to them. Because [00:31:00] although Laura may not go and look on socials, anything that I'm buying, particularly if the product images are rubbish, I will always go and look on their Instagram and often I will do that.

Just to check that they're a legit business. Because you can't really always tell from a website, can you, if it's like some dodgy company in China. Whereas if you go over and look at their Instagram, whatever, you, then you can sometimes get a better feel. But yeah, check it for your, your clients. And if you do one thing today, go and check your website and check those links work. And if they don't, fix them, for sure.

Laura Davis: Yeah.

Laura Moore: Um, which makes me think maybe we should go and check ours just in case.

Laura Davis: Yeah, let's do that next.

Laura Moore: Yeah. So there we go. Right. Should we recap what they were? So we had number one was an application form for your website. Really, really important. Number two case studies.

Number three was testimonials. So those two things, kind of link, number four was add a blog, keep that blog updated, um, answer questions that people are asking you, et cetera. Also optimise for SEO. Number five was the about page, which I'm just going to skip over [00:32:00] because we don't currently have one. Number six is recommendations, things that you would recommend for people to buy, sign up to, et cetera, download.

Uh, number seven is your lead magnet signup page. And then the final one was to make sure that you've got all of your social media links on your website. So yeah, I hope this was helpful –

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Laura Davis: I've just checked. I've just checked. They do work.

Laura Moore: Oh, phew.

Laura Davis: Maybe we should have our Facebook group on there though.

Laura Moore: Yeah, maybe.

Laura Davis: Oh, no. Maybe not.

Laura Moore: Anyway, we'll, we'll talk strategy about website after the podcast, shall we? Um, yeah. So anyway, I hope that this was helpful to you, and now you can go away and you can make sure that your website is much more strategic, not just a pretty little platform. Just check that things are updated, like, you know.

If you haven't updated your website since, I don't know, like 2022, and you're like, this is coming soon in 2022 and it's now 2025, go and change it. Like check all of those things. Go and look at the pages that people will be looking at, um, and make sure that things are updated. Yeah, [00:33:00] that's that then.

Laura Davis: There we go. Uh, we hope that was useful. Can't wait to hear, can't wait to hear how many of you have got links that you need to go and update. So come and let us know.

Laura Moore: Yeah, let us know.

Laura Davis: Yeah, no shame here.

Laura Moore: And uh, yeah, if you enjoyed the podcast, we would love it if you would please leave us a little review wherever you are leaving, wherever you are reading, even, no, listening! Oh my God, it's been a long day –

Laura Davis: Or watching.

Laura Moore: It's only, it's only 20 past 10. Um, but yeah, leave us a review. We would be very grateful. Um, obviously hit the five stars if you think it's worth it. Just let us know what you think and we'll be back, same time, same place next week. We'll see you then.

Laura Davis: See you then.

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Laura Moore: Bye.

Laura Davis: Au revoir.

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