



## Saying & Doing: Websites vs. WordPress Design

 Blog Post created by **Art Martori** on Jan 11, 2016

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### Audience: English speaking customers

When you're consulting customers about Professional Web Services, listen carefully for clues to match them with the right products. The key isn't just figuring out what the website should **say**, but also what it needs to **do**. Here's how that breaks down:

- **SAYING:** Let's compare the website to an online brochure. It needs to be visually appealing and convey information easily.
- **DOING:** The website needs to be interactive. It dynamically relays information between the person who owns it and the client who utilizes it.



Let's imagine you're consulting Eddy and Betty, two different customers who both run dog-walking businesses. While their businesses are the same, the online needs of these customers differ greatly. And that's where saying and doing come into play:

- **SAYING:** Eddy mainly needs an online brochure. His website should establish him as the local dog-walker, and let his customers find him via his email, phone number and a contact form.
- **DOING:** Betty needs her website to be interactive. She wants customers to schedule online, and she'd like to curate a blog about the heartfelt relationships between canines and humans.

Do Eddy a solid and offer the website. Betty obviously needs more functionality from WordPress Design, while Eddy just doesn't need the extra features. With that in mind, here are a few probing questions that might help you differentiate your PWS customers:

- *Do you want be able to update your site on your own?*
- *How familiar are you with the WordPress content management system?*
- *Does your website need to interact with customers or mainly educate them?*

So next time your on the phone with Eddy or Betty, take care to determine their business needs.

**OUTCOMES**

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**Darnell Winfrey**

Feb 15, 2016 4:01 PM

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