

June 22, 2012 Freelance Friday #EFAChat  
Topic: Websites—Do You Have One and How Do You Use It?  
14 contributors, 5 retweets, 75 @replies, 11 links

@EFAFreelancers: Hello everyone and welcome to our Freelance Friday chat! Use the #EFAChat hashtag to join the discussion.

@EFAFreelancers: This month's topic is websites. But first, please introduce yourself and tell us if you have a website for your business. #EFAChat

@kimbookless: @EFAFreelancers I'm a freelance writer/editor and my site is <http://t.co/2JCAHTIY> #EFAChat

@LisaLOWens: Hi all. I'm a freelance writer-editor <http://t.co/PBhKlZr4> and author <http://t.co/z07qZUsU>. #EFAChat

@AllyPeltier: @efafreelancers I have two websites, one "brochure" type for ed biz, one blog geared toward my writing and speaking activities. #EFAChat

@EInspirations: April Michelle Davis; Montpelier, VA; freelance editor, indexer, and proofreader; <http://t.co/gSPCMcdV> #EFAChat

@CCCopyEditor: Finally made it to an EFA Twitter chat after a few months away! I copyedit books, articles & documents for scholars & businesses. #efachat

@CCCopyEditor: I have a WordPress blog that I set up as a website. #efachat

@EInspirations: @CCCopyEditor We've missed you! #EFAChat

@SVB\_Editor: I am a freelance copyeditor and writer in Western New York. No website so far. #EFAChat

@LisaLOWens: I also have a blog. <http://t.co/3ZbpIXkv> #EFAChat

@MurrayEditorial: Hi, everyone. I'm a freelance copyeditor and I do have a website: <http://t.co/McJkx4cT> #efachat

@EFAFreelancers: Welcome back, everyone. Nice to "see" you all here! #EFAChat

@CCCopyEditor: <http://t.co/C6f0sewV> — where this tweet will now appear. How meta. #efachat

@KEbertWagner: Freelance editor, academic nonfiction. I have a website, long overdue for an update. <http://t.co/QuBgu8iu> #efachat

@CCCopyEditor: @EInspirations Thanks — I've missed you all too! #efachat

@BookwrmBigApple: #efachat I have a resume-type site, more a portfolio than a business tool.

@AllyPeltier: @efafreelancers So glad to have finally made it to one of these! :) #efachat

@LisaLOWens: I'm actually in the process of reconstructing both websites in a different platform. #EFACHat

@kimbookless: @MurrayEditorial Your site is beautiful. Love the design. #EFACHat

@CCCopyEditor: @BookwrmBigApple That's how mine is, more or less. #efachat

@EFAFreelancers: @bookwrmbigapple says she uses her website more as an online résumé. How does everyone else use theirs? #EFACHat

@BookwrmBigApple: #efachat do you use your site to bring business to you, or do you direct potential clients you've already made contact with?

@KEbertWagner: Resume, mostly, but also a portal to online file folders for customers with large files, and a PayPal link. #efachat

@EInspirations: My website contains many pages, and I don't even have my resume on it, only snippets—have to contact me for the complete thing. #EFACHat

@MurrayEditorial: @kimbookless Thank you so much! #efachat

@CCCopyEditor: My site = placeholder for resume-type information. I link it in e-mail sig line, refer to it on my resume, LinkedIn & FB profiles. #efachat

@MurrayEditorial: I use my website as a place to send prospective clients. Shows my credentials, testimonials, pricing information, etc. #efachat

@EInspirations: Website has blog, Twitter feed, newsletter info, sample work, sample presentations (audio), presentations offered, awards.... #EFACHat

@EFAFreelancers: Speaking as @mmb064, I use mine as you describe, @bookwrmbigapple — more as an online resume. Tho it does link to my old cook-blog. #EFACHat

@LisaLOWens: I link to mine in my email sig and everywhere else I'm listed on the web. People can interact with the blog, but not the sites. #EFACHat

@AllyPeltier: @murrayeditorial interesting that you add pricing. Am always torn about that. What made you decide? #efachat

@virtuallori: @EFAFreelancers Hello! Late to the party! Mine is basically resume, selected projects, what I do. #efachat

@CCCopyEditor: That's something I need for my site: testimonials! #efachat

@LisaLOWens: I used to include downloadable files (resumes, credits lists), but I decided I didn't like that. #EFACHat

@MurrayEditorial: Well, it's complicated. Not cut-and-dried. Take a look and you'll see what I mean. #efachat

@LisaLOWens: @kimbookless Are you on TweetChat? There's a box at the top. #EFACHat

@AllyPeltier: @cccopeditor Testimonials are key! Improves prospect confidence and reduces need for add'l ref or samples. #efachat

@EFAFreelancers: @kimbookless Are you on Twitter or using Hootsuite, TweetChat, or another site? #EFACHat

@CCCopyEditor: @kimbookless Try <http://t.co/FFzBhROT> #efachat

@BookwormBigApple: #efachat I'm relatively new to the freelancing world. Any tips/must-haves for a strong site?

@MurrayEditorial: @alypeltier, this was for you: Well, it's complicated. Not cut-and-dried. Take a look and you'll see what I mean. #efachat

@CCCopyEditor: @AllyPeltier I know... and it's hard to ask for them and not feel awkward. I need to get over myself. #efachat

@perich: @MurrayEditorial and it works, too! #efachat

@KEbertWagner: No pricing on mine. I've considered it but can't imagine prospective clients making good use of it. #efachat

@LisaLOWens: Me too! RT @CCCopyEditor That's something I need for my site: testimonials! #EFACHat

@EInspirations: @AllyPeltier Definitely! And I love it when a client offers to provide a testimonial! #EFACHat

@virtuallori: @kimbookless Replying to moderator can help keep your stream clean for your followers who aren't chatting. #efachat

@EditorMark: Sneaking in to #EFAChat.

@MurrayEditorial: Yes, @perich, you can tell them first hand how a website can help you get to know a copyeditor. #efachat

@CCCopyEditor: I can't think how to put pricing on my site, as it varies so widely depending on the client's needs, length, etc. #efachat

@virtuallori: @kimbookless People have different feelings about reply to moderator. Just saying how it can help. #efachat

@MurrayEditorial: @CCCopyEditor If a client seems really happy with my work, I ask them to write a short blurb for me to put on my website. #efachat

@LisaLOWens: I don't add pricing. Too variable and can make clients click away. Serious ones will discuss on contact. #EFAChat

@EditorMark: My site, <http://t.co/Q8myXYNR>, is all Wordpress now, but I've yet to make it less bloggy and more biz-like. #efachat

@virtuallori: @kimbookless I have tons of followers who aren't editors, and chat a lot, so I find it helpful to reply to moderator. #efachat

@EFAFreelancers: RT @bookwrmbigapple: #efachat I'm relatively new to the freelancing world. Any tips/must-haves for a strong site?

@MurrayEditorial: @CCCopyEditor I don't ask everyone, though. You have to use your judgement. #efachat

@CCCopyEditor: @MurrayEditorial Good idea. Again, just need to get over myself. #efachat

@KEbertWagner: @CCCopyEditor Exactly. I do like the idea, though, of "Service X starting at \$XX..." to give prospective clients a rough idea. #efachat

@AllyPeltier: @murrayeditorial Ah I see. Love that you use consult/retainer model. Copyedit only? #efachat

@EInspirations: @BookwormBigApple Make it look professional, make it look trust worthy. #EFAChat

@MurrayEditorial: @AllyPeltier For now, yes. #efachat

@CCCopyEditor: Strong site = uncluttered, organized, short amounts of info in each block. A little personal and a lot professional. Start simple. #efachat

@AllyPeltier: @cccopieditor My VA sends email 2 wks post-proj. asking for testimonial. You don't have to use if it's not good! Systems work. #efachat

@LisaLOwens: @BookwrmBigApple Visitors must clearly see what services you offer and why you're qualified. #EFACHat

@AllyPeltier: @bookwrmbigapple Put urself in prospect's shoes. What would you want to know to prompt taking the next step of contacting? #efachat

@CCCopyEditor: @KEbertWagner I like to charge project fees, so quoting pricing is difficult... but considering per-word, which would be easier. #efachat

@BookwrmBigApple: @kimbookless Good idea...I definitely don't have those skills! #efachat

@EInspirations: @kimbookless Agreed! I had someone design and another person build my website. Then the builder taught me how to do it myself. #EFACHat

@CCCopyEditor: @kimbookless Or, use a platform such as WordPress that is fairly easy to navigate, has easy templates, etc. #efachat

@MurrayEditorial: So far pricing model on my website has worked really well. It's flexible & saves me having to explain over and over again. #efachat

@kimberlycreates: The Editorial Freelancers Association is hosting a twitter chat today. Join the conversation @ #EFACHat

@mmb064: @CCCopyEditor I use webs.com. Offered many template options, and only \$15 a year to have an ad-free site. #efachat

@BookwrmBigApple: @AllyPeltier great point! Thanks! #efachat

@MurrayEditorial: I used wix.com & a friend with some experience building websites. Then I played around w/ it alone until I was happy. #efachat

@CCCopyEditor: @kimbookless I guess it depends on your needs, how complex you want your site to be, & if you have the skills to tweak it yourself. #efachat

@LisaLOwens: I'm currently making the switch from the Authors Guild site creator to Weebly.com. #EFACHat

@AllyPeltier: Good tip is not to wait until it's perfect to put it up. Use a simple, attractive template and get it done now. Can build later. #efachat

@EInspirations: @CCCopyEditor Yes, when I hired a designer for my website it became much more professional looking, but more complex, too. #EFACHat

@EFAFreelancers: Another question: What on your site do you believe to be most effective to draw in new clients? #EFACHat

@LisaLOWens: @AllyPeltier Agreed! Start small and build behind the scenes. #EFACHat

@CCCopyEditor: @murrayeditorial @mmb064 Thanks for the site-builder links, will bookmark those for later! #efachat

@MurrayEditorial: Agree—just do it! MT @allyPeltier Don't wait until it's perfect. Use a simple, attractive template & get it done. Can build later. #efachat

@virtuallori: MT @AllyPeltier: Don't wait until website perfect to put it up. Use a simple, attractive template and get it done. Can build later. #efachat

@LisaLOWens: @EFAFreelancers Most effective draw for me = info specific niche experience. #EFACHat

@KEbertWagner: @EFAFreelancers Biggest draw was long list of clients; I turned up in searches for those folks. Now out of date, though. #efachat

@AllyPeltier: @efafreelancers Clients say they like service descriptions and testimonials, that it feels comprehensive and honest w lots of info #efachat

@CCCopyEditor: @EFAFreelancers To date I've not gotten a client via my website... still working as a placeholder/evidence of professional status. #efachat

@MurrayEditorial: Testimonials, probably. In reply to @EFAFreelancers What on your site do you believe to be most effective to draw in new clients? #EFACHat

@LisaLOWens: @KEbertWagner I have a client list, too, which ties in to the niche-specific info. #EFACHat

@mmb064: MT @KEbertWagner Biggest draw was list of clients; I turned up in searches for those folks. // Never thought of that. Good info. #efachat

@EInspirations: @EFAFreelancers I don't know the most effective draw, but based on Google Analytics, the top 3 pages people view on my site are... #EFACHat

@EInspirations: @EFAFreelancers ...home page, payments, and then the classes I offer #EFACHat

@KEbertWagner: @LisaLOWens Yes, find it to be a great draw, esp. w/ j. article & acad. monograph authors: "Oh, you edit in that field? Woohoo!" #efachat

@AllyPeltier: @kimbookless Agreed! Point is don't delay. Every day you don't have site is clients passing you by. #efachat

@MurrayEditorial: @kimbookless OK, now you've stumped me. What would the SEO reasons be? #efachat

@CCCopyEditor: @KEbertWagner I need to get even more niche-y and highlight the academic fields I've worked in the most. Good idea. #efachat

@EditorMark: @EFAFreelancers Biggest draw is searches leading to blog entries, list of usage tips. It's unclear how that translates to clients. #efachat

@perich: indeed! it was easy to coordinate w/ @MurrayEditorial and start in on a project with her, due to how her website was laid out. #efachat

@LisaLOWens: @EditorMark You've certainly achieved great visibility with the blog. Do any new clients ever mention it? #EFACHat

@EInspirations: @EditorMark Do you get much activity on your blog? #EFACHat

@KEbertWagner: @CCCopyEditor Thanks! I have had clients comment that this was a draw. #efachat

@EditorMark: @kimbookless A blog is not essential, but people judge us on a lot of intangibles, so I think it can help us connect. #EFACHat

@LisaLOWens: @CCCopyEditor The niche info is really the only thing I can definitely point to that clients respond to. #EFACHat

@MurrayEditorial: Thanks for expanding on that @kimbookless. I hadn't considered those issues when I chose <http://t.co/wlnhm1uk> over another builder. #efachat

@EditorMark: @LisaLOWens A client called because I was the only editor he found with a photo on the site. People like to deal with real people. #efachat

@CCCopyEditor: @LisaLOWens On the other hand, I recently expanded out of my editorial niches, to my great joy. Waffle, waffle, waffle. #efachat

@EditorMark: @EInspirations Average 25 a day, but hundreds when I post. But mostly not clients. #efachat

@MurrayEditorial: I'm glad my website was helpful with the process, @perich. I'm looking forward to working on your ms soon! #efachat

@KEbertWagner: @EditorMark Excellent point about the photo. #efachat

@LisaLOWens: @EditorMark Love that! And it's so true. #EFACHat

@EditorMark: @kimbookless I've had blog posts that strike a nerve and bring over a thousand hits, but most days it's 20-30. #efachat

@KEbertWagner: @kimbookless Probably 90 to 95% word of mouth, and 5 to 10% website—if that. #efachat

@BookwormBigApple: @EFAFreelancers great chat! Thanks for the tips and insight! Have a great weekend all #efachat

@virtuallori: @kimbookless Almost all of my business is word of mouth. I don't view my website as an attractant for new biz. #efachat

@EFAFreelancers: Well, that hour went quickly, didn't it? Thank you all for joining us for today's Freelance Friday. #EFACHat

@EFAFreelancers: Several EFAers offered links today. If you didn't have a chance to view them, please take the time to do so. Much to learn. #EFACHat

@MurrayEditorial: Actually, I get most of my inquiries through word of mouth or the EFA website! Then I use the website to help them get to know me. #efachat

@CCCopyEditor: @kimbookless Current clients from website = 0%. LinkedIn = 20%. EFA directory = 20%. EFA JobList = 20%. Networking = 40%. #efachat

@EFAFreelancers: A transcript of today's chat will be available later on the EFA website. We'll let you know when it's there. #EFACHat

@EditorMark: @kimbookless Maybe 20% from the site. Contacts are much more important than web hits, but everyone will check your website. #efachat

@LisaLOWens: @kimbookless Majority of clients come from referrals. Some from EFA member directory, few from LinkedIn, fewer from sites. #EFACHat

@EFAFreelancers: Feel free to keep chatting with the #EFACHat hashtag, but the transcript of today's chat will be ending here.