



one page summary



speaker

Mark Copeman

title

How to make a great MSP website?

Who's the speaker?

Mark Copeman, our speaker for this session, is the CEO and founder of Wisecurve. Mark Copeman is a bestselling author, producer, and presenter, and his reputation as an industry leader precedes himself, especially in the domains of customer service and IT services.

The core idea

The core takeaway from this session is to equip you with all the insights you need to build a great MSP website that attracts and converts clients.

The breakdown

Now, let's break the session down into its best bits and highlights:

- Your website is a critical part of your marketing and outreach strategy. It's a reflection of your MSP, and creates a strong first impression in the eyes of your prospects.
- Marketing takes a backseat when MSPs are fully focused on the tech side of the business. But this neglect is a costly mistake, and businesses miss out on a powerful source of leads.
- SEO is a great lever to generate leads for MSPs, but it largely remains untapped due to a lack of consistency and know-how.
- Great content is a simple, but powerful way to differentiate yourself from your competitors and give your business its very own personality.

Action points:

- As an MSP, have a personality of some kind. Pick a personality that you believe will resonate most with the audience you're trying to attract.
- Stay consistent with your marketing efforts to build momentum and start seeing results. Publish content regularly to rank better on the SEO front and increase your visibility.
- Update your offerings and pricing with a set cadence. Keep publishing case studies and testimonials to add credibility to your MSP and convert prospects easier.
- Get a good understanding of what SEO keyphrases are, and set out to find the keyphrases that are most relevant to your MSP.
- Focus on creating good content. Inject personality into your writing. Move away from boilerplate content, and write content that's clear, informative, and easy to read.
- Stop using stock imagery. It's disingenuous to your company's personality, and detracts from the personality you're trying to build. Use real photographs of your team instead.
- Make the best first impression possible by nailing your above-the-fold message. Use a short tagline, great imagery, or a crisp customer quote to capture and retain attention.



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