



# One Way to Maximize Your Website's Potential

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# Leveraging Audience Types

Your website is just one part of your business' communication infrastructure. Because it has so much potential to reach multiple audiences, you should be investing time, energy and money into it. Unfortunately, people often don't realize the massive potential of a website, and miss out on opportunities. Let's take one step towards realizing your website's potential by discussing the 5 audiences a website should be reaching.



## **Audiences 1 & 2: Current & Potential Employees**

If you have a team, and anyone tells you that you have a more important asset than your employees, they're lying. You can have the most incredible product or service, but without your workforce, no matter how big or small, you won't be successful. That's why audiences one and two are your *current* and *future* employees.

If your website isn't being utilized to reach these audiences, you're missing an incredible opportunity to *nurture* and *recruit* your dream team.

## **Audience 3: Target Audience**

The third audience is customers/clients - whoever is buying what you're selling. This is where most of your attention should be focused on the website. Just remember, websites aren't *only* meant to reach your audience, so if that's all you're accomplishing, you're still not using the website to its full potential.

## **Audiences 4 & 5: The Community & The Press**

These audiences are usually left out entirely of websites. This is a mistake. There are so many reasons to cater to the community and the press via your website. Here are a few...

1. Generate goodwill in the community, which makes you more resilient in a PR crisis
2. Because people who like you will refer you. People don't have to buy from you to recommend you to others. I was recommending my website agency years before I had my own website
3. Create a positive relationship with the Press, which also makes you more resilient in a PR crisis
4. Make it easy for the Press to cover your business - the easier you make it, the more likely you'll get covered



# The Audit

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Okay, now for some fun. Go to your website and write down ways you are currently engaging each audience type.

**Audience 1: Current Employees**

**Audience 2: Future Employees**

**Audience 3: Target Audience**

**Audience 4: The Community**

**Audience 5: The Press**

# Next Steps

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How did your audit go? If you're addressing every audience, great! Now find ways to enhance and deepen those relationships with new strategies.

Not addressing all of your potential audiences? Consider ways to include all five in your website. Write down ideas and make a plan to get it done!



## Need Help?

This is just the base of the mountain and it's a long way up. I know starting here can be overwhelming. If you want more support in this initiative, Ascender Consulting can help.

My partners and I are eager to watch you level up. Whether you need a consult on this topic, or want to dive deeper into things like user experience or SEO, we got you! You can book a discovery call on the next page.



# About Ascender Consulting

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Hi, I'm Jenn, founder and CEO of Ascender Consulting & XMZ Society.

Once upon a time I was pretty good at climbing the corporate ladder. I became an award-winning business developer, program manager and video producer.



Now I'm bringing that tenacity, knowledge and skillset to you!

I believe better relationships create better business, so I provide free resources like this to help you develop genuine relationships with the most important people in your business - your team, your customers/clients and your community.

If you're ready to put in the work, I'm ready to connect, collaborate and climb with you to the next level.

Schedule a discovery call with me!

[Get on my calendar](#)

Talk soon!

Jenn

