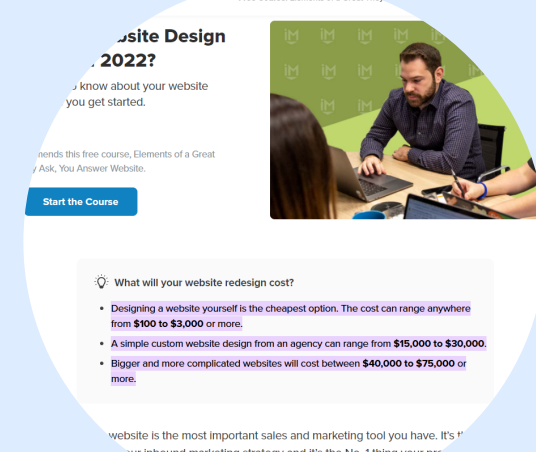
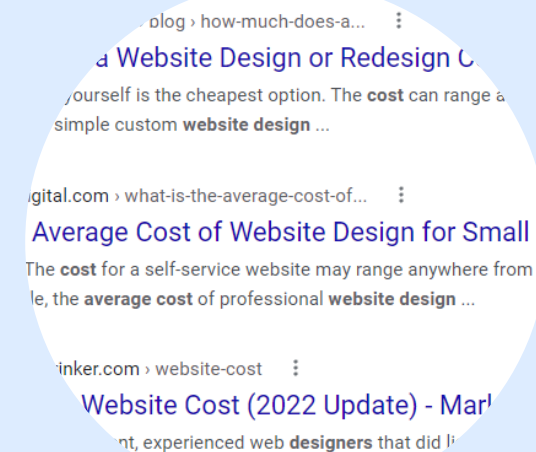


# Meet John:

# He Searches...

# He Considers...

# He Buys. Hurray!



*The Prospect*

*\*John is in the market for website design*

*He Heads To Google*

*\*He Googles the average cost of a website to make sure he's not taken advantage of.*

*He Clicks A Result*

*\*He combs through the search results and clicks a link.*

*He Lands On Your Website*

*\*He reads through your blog post on "Average Website Design Cost In 2022".*

*He Clicks Your Call To Action*

*\*He decides you're the only company he trusts since you wrote an entire article on the topic.*

*He Becomes A Paying Customer!*

*\*He trusts, knows, and likes you after the phone call. He puts a deposit down for a \$2,000 website design.*