5 THINGS
YOU CAN DO
IN THE NEXT WEEK
TO POWER UP
YOUR WEBSITE

INTRODUCTION

Stop wasting time on the internet!

This is my hope for you. Like most business owners, you are probably distracted and overwhelmed by the possibilities of doing business online. It is true that the internet is a game changing tool for collecting leads, attracting customers, growing a business, finding staff, providing awesome customer service and building communities.

It's also true that most of us fail dismally in our online ventures.

So here are five things you can do in the next week to get the needle moving in the right direction.

1. GET SPECIFIC

In this section, we're going to focus on getting specific about the type of people you are trying to attract to your website.

Ask yourself this question:

If you could have 10 new clients today - but they all had to be a clone of one of your existing clients - who would that client be?

The best way to find that existing client is to identify who is the most profitable, gives you the least amount of grief, is a joy to work with, refers new business, and pays on time. This is the type of client you would genuinely like to have more of.

Once you have identified this client, ask yourself: what is the age, gender and education level of this client, what industry do they work in, why do they go to your site, what are their needs and interests, and what value do YOU offer the relationship.

Now visit your website and read all of the pages, view all of the images and work your way through the site as if you were your number one client.

Ask yourself these questions:

• Does the language used on the website resonate with you?
• Are the images engaging to look at?
• Is the information relevant and interesting?

Your website should be built for your number one client and nobody else. This is usually difficult to execute because we are afraid of potentially losing other clients. However, if we have identified our number one client, doesn't it make sense to focus on attracting more of them?

Actionable:

List all the changes to text and images you need to make on your website so that it appeals to your number one client.

2. GET ACTION

Most websites fail to achieve a measurable goal for the business because they fail to ask the user to take action. If the goal of your website is to encourage potential new clients to pick up the phone or email you with an enquiry, then you need to be explicit about asking them to take that action.

Have you ever been in a clothing boutique when the shop assistant asked you if you'd like to join their VIP club to receive a discount? Some of us join; most of us don't. But when was the last time you walked into a clothing boutique and asked them if you could join their VIP club? Never. The point is: if you don't ask, you don't get.

Actionable:

Identify the action you want your website visitors to take and make sure it is clear and obvious on every page throughout your site.

3. GET FOUND

It's no secret that millions of people are using Google every day to search for information and answers to their questions. But it doesn't take black magic or superpowers to get your website found on Google. The first thing you need to ensure is that you are in the Google index. This is like making sure your card is in the library so when someone searches for your type of book, they can find you.

Type the following into the Google search engine to see if your website is in the Google index:

site:yourdomainname.com

You just need to replace yourdomainname" with your actual website address. E.g. if I want to make sure my website is in the Google index I would type this into Google:

site:spacecheckstudio.com

If your website is not in the Google index, you'll need to open an account with Google Webmaster tools and submit your website to Google. Here's a great video from Neil Patel explaining how it works.

https://www.youtube.com/watch?v_4xBWaXpZD7M&vl_en

Actionable:

Make sure you are in the Google index so you can get found. If need be, instruct your web developer to submit your site to Google for you.

4. GET SHARED

This is the part that requires some work. You've probably heard a thousand times that the key to getting shared on social media is to create engaging content. Let me explain this in real world terms.

Have you ever been at a party and found yourself quoting someone else from a conversation you had a few days ago? Have you ever been at a party and overheard somebody else quoting something you said earlier in the evening? The same principle applies to getting shared on social media. People share things on social media based on how it is going to make them look to their peers. So, if nobody is sharing your content on social media, then you need to create different content.

Ask yourself what you could create that your number one client would be interested in sharing with their peers. Types of content can include a blog post, a free report, a video interview, a podcast, or a free e-book just like the one you're reading. The key is to make it as useful as possible to your number one client and make it easy for them to share.

Actionable:

Create one piece of content and share it with your number one client via LinkedIn, Twitter or Facebook.

5. GET BETTER

The only way to improve your online activities over time is to measure what you are doing. Luckily, Google provides us with an amazing free tool to track how visitors are behaving on our website. Google Analytics should be installed on your website and you should be reading your Google Analytics report once a week to understand how your audience is responding to you.

Here's a free video to show you how to get started with Google Analytics:

https://www.youtube.com/watch?v_P3V01bDbIR0

Actionable:

Make sure Google Analytics is installed on your website and that you can access the report to read every week.

CONCLUSION

The internet provides business owners with huge opportunities to connect with new clients and better service our existing clients. It also provides us with an enormous amount of information, white noise and distraction.

The aim of this short e-book is to cut through the clutter and give you some actionable steps that will make a real difference to how your website is performing for your business.

For more information visit www.spacecheckstudio.com.

PLAN OUT YOUR WEEK

MONDAY

TUESDAY

WEDNESDAY

THURSDAY

FRIDAY

TO DO LIST

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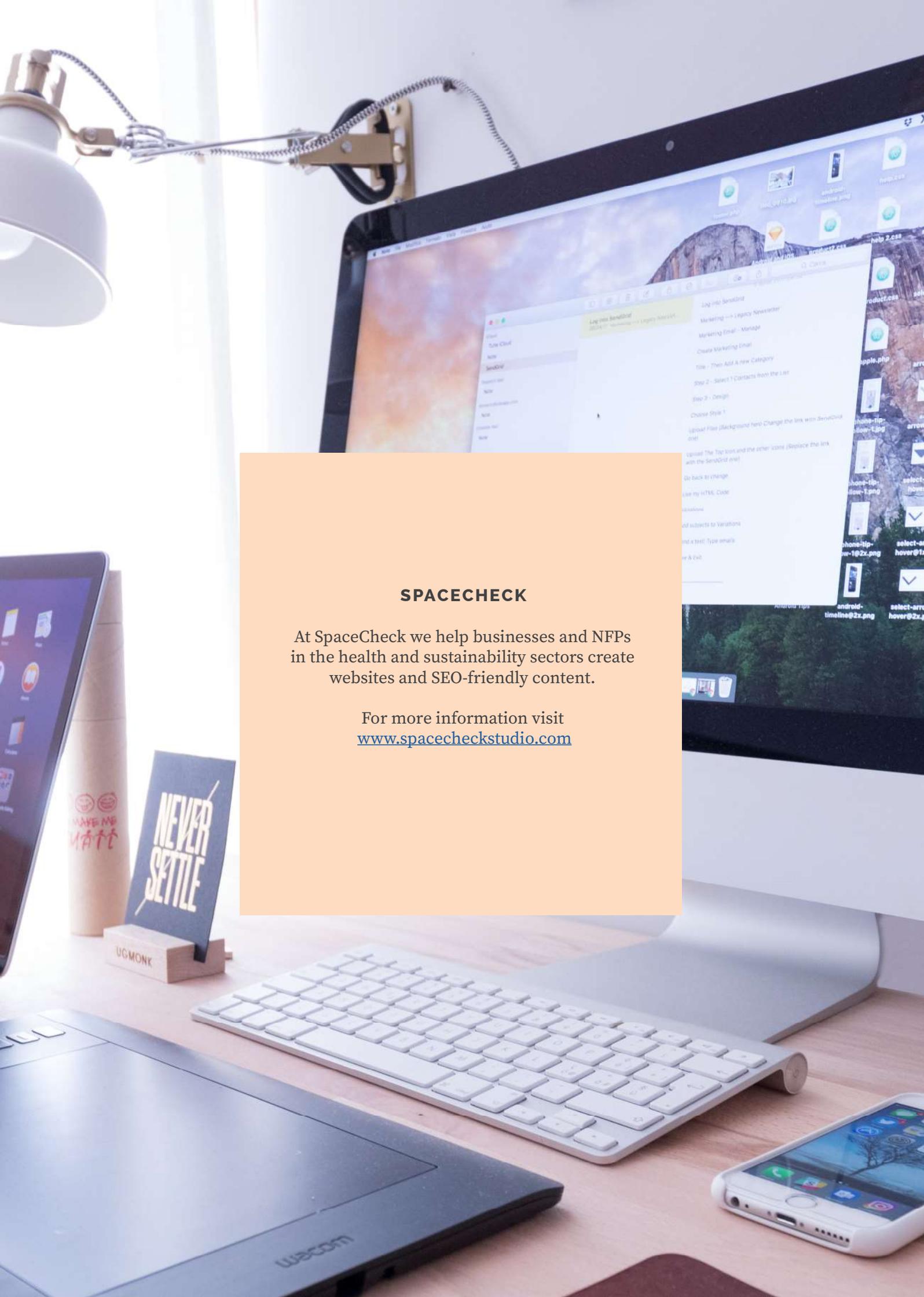
SPACECHECK

At SpaceCheck we help businesses and NFPs
in the health and sustainability sectors create
websites and SEO-friendly content.

For more information visit
www.spacecheckstudio.com