Your Business Is Growing & So Is Your Website

The 7 Point Website Audit Turning Your Visitors Into Paying Customers

1Social Buzz Presents Queen Bee Kristy Andreadakis

The "If You Build It, They Will Come" Myth Explained & Optimized

Not even 5 years ago, there was a website movement, one that ravished the concepts from the movie, "Field of Dreams" with Kevin Costner. The premise was that as long as you had a website, you would have traffic and paying customers. That's no longer the case and it is definitely affecting your business growth and your profits.

Assuming you're like most business owners, who haven't learned some foundational tools, your website is likely underperforming as well.

To help you exponentially grow your business, we are going to walk you through a 7 Point System so you know how to do a "do-it-yourself website audit".

The benefits of this:

- You'll know what makes an optimized website
- You'll know what to look for to help customers stay on your site longer
- You'll **understand the foundations so that even if someone else builds your site, you know the formula for success and can spot if someone is a good hire or not.**

©Copyright 2019. Andrea Carter & Kristy Andreadakis. All Rights Reserved.

Websites Can Be Powerful Instruments To Exponentially Grow Your Business

As you read through our 7 Point System Do The Following:

1. Get out a pen and notebook and make notes on your site.
2. Carve out a distraction free time on your calendar to go through each page.
3. Take the time to note areas that require attention first.
4. Review the 7 Point System and make changes on paper first, then update them on your site.
5. Review the 7 point system a final time after the changes have been made to ensure you've got all the points updated and optimized.

This portion of the Exponentially Grow Your Business Program will take some time. Consider this time to be a massive investment into your business that will generate conclusive results once updates have been made.

Using This Guide, You Can Get It RIGHT & See A Massive Difference!

Tips To Optimize The Mindset
The Internet Is AN AMAZING PLACE
Filled With Opportunity

As you go through this tool, use the mindset, "the internet is an amazing place filled with opportunity". The opportunity is truly for your website to provide exceptional value to those who need you most and are willing to pay for your services and products.

1. **Dump the, "How Did This Happen" mentality.** You don't know what you don't know. There's no sense staying in that headspace when you have tremendous potential ahead of you.

2. **Understand that hard work will deliver results, leads, and revenue.**

3. **Know that internet marketing success is** not an overnight occurrence, but **a consistent process of testing and tweaking.**

4. Recognize the value of self education and **do what is within your power to learn best practices and stay focused on current trends**

5. **View the search engines as technology partners and a path way to visitors**

6. **Know that "page one" promises from an SEO consultant are empty, desperate attempts at grabbing your hard earned money**

7. **Carefully review your own website so you understand** what might be wrong and **what can be fixed**

8. **When you discover something wrong** think less about "how did this happen" and **focus more on "how can it be fixed"**

©Copyright 2019. Andrea Carter & Kristy Andreadakis. All Rights Reserved.

POINT #1
The Power Of Branding & "Daisy Chaining"

If you're not familiar with BRANDING OR DAISIY CHAINING....NO PROBLEM!!! You will be by the end of our time together.

Your branding is a visible connector between your business & YOUR CUSTOMERS. Your business branding is what let's the customer recognize who they're working with, what you stand for, and if you're an ideal fit for them.

Everything....and we mean everything...should communicate the same message to the target market you are advertising to. This is what Daisy Chaining means.

You will DAISY CHAIN everything for EXPONENTIAL GROWTH:

1. Your messaging and images from your website
2. Your emails to your customers and potential customers,
3. Your sales pages
4. Your blog posts
5. Your social media content (copy and graphics)
6. Your Opt-Ins
7. .All content you create for your target audience and customer
8. All programs, guides, templates, products, tools, swipe files - literally everything in your business should be daisy chained regardless of whether they are free or paid.

LET'S GET STARTED!!!

POINT #1
The Power Of Branding & "Daisy Chaining"
What to look for on your website

CONSISTENCY IN THESE ASPECTS ARE CRUCIAL FOR SUCCESS:

1. COLOUR - Make sure your website's colour scheme matches and accentuates your company's logo and corporate colour palette. If you purchase a stock website template, spend the time or money to create a custom colour scheme.

2. TYPOGRAPHY – Most companies have a particular style and size of a font (or typography) that they use to help distinguish themselves from that of their competition. Make sure your website uses this consistently and stays in line with your branding standards.

3. IMAGES & VIDEOS - Select the right images and videos and not just any stock image you can locate. Use images that best represent your brand, product or service, and your industry, & Ideal Customer. (PRO TIP: Customers should be in all of your images. Happy customers....because you provided the solutions they needed.)

4. ABOUT US PAGE - This page should tell website visitors who you are and what you do, while aligning with the company's overall style. It should not only provide an overview, & it can include testimonials, success stories, or key team member bios.

5. TONE OF VOICE - Each company or individual has a unique tone of voice. Make sure this is adequately represented in the website verbiage and information presented to visitors**.**

POINT #2
DELIGHTFUL DESIGN
Why Your Design Requires Consistency & Daisy Chaining

CONSISTENCY IN THESE ASPECTS ARE CRUCIAL FOR SUCCESS:
Let"s pretend you are a medical company. You are going to want to keep things crisp, clean and warm enough to invite people to take their shoes off at your virtual front door.

If you may want them to stay and take action by looking at your services you'll need a website theme that clearly takes them from your home page to the area of action. For this to happen your site cannot be sloppy, too bright or hard to navigate. Your images also need to be consistent across the board or you will turn your visitors away.

This is true for all websites, regardless of the industry. **You only have 8 seconds to capture them and have them open your virtual door and come inside.** You want all aspects to make them want to stay instead of turning them away.

Aspects to Consider:

1. You are not necessarily your ideal client. The colours, font, style, graphics and typography that you like vs. what your target audience is looking for, has to be tested not assumed.

2. Your friends and family (... and even some of your select favourite clients) should never be your "trial & error testers" for your website. Asking them often leads to returning to the drawing board because they aren't the ideal audience and they won't be looking at the site through the buyers lens.

POINT #2
Design Like A RockStar Not A Karaoke Wanna-Be

CONSISTENCY IN THESE ASPECTS ARE CRUCIAL FOR SUCCESS:

1. CONSISTENT WEBSITE FORMATTING - Use a consistent template format for navigation, headers, text, typography and hyperlinks. **Keep all pages looking and feeling the same.**

2. FOCUSED LAYOUT – Use the layout of your site to highlight the most important content. Place critical content above the fold and allow less important content to follow.

3. ORGANIZED CONTENT - Make sure content flows from one block to another without overwhelming the visitor. Give users a clear and consistent structure they can follow.

4. WHITE SPACE - Make sure you provide enough white space throughout the design. White space not only helps reduce the cognitive load of visitors, it makes it much easier for users to segment and digest the information presented.

5. CONTROL THE BLING - Many website owners want their website to "pop" or "sparkle" at the cost of the user experience. Limit bling and don't ask your web designer to make your logo bigger even if you desperately want it to leap off the page at visitors.

6. CALL TO ACTIONS - Think through your desired visitor path and present clear call to actions to guide them along the way. Plan on these early in the development process so they can be included in the design in a cohesive and non-obstructive manners.

POINT #3
Coding Can Be Easy...
But Not Everyone Should Do It

Coding Must Haves:

1. USE HEADERS & SUBHEADERS PROPERLY – Make sure your website properly uses H1 headers and H2-H6 subheaders. Limit H1 headers to one per page.

2. USE CANONICAL URL'S – Canonicalization is the process of picking the best URL when there are several choices. Best practice is to set a preferred URL structure and/or page for search engines

3. USE A SITEMAP.XML FILE - XML sitemaps make it easier for search engines to discover new or updated pages and posts on your website. Keep your XML sitemap dynamic.

4. AVOID FRAMES - Frames present a variety of problems including support for older browsers, user navigation, and the search engines ability to crawl the page successfully.

5. OPTIMIZE FOR PERFORMANCE - Speed matters to users and search engines. Make sure your code is light, images minimized, and cache is used where feasible.

6. USE HTML5 AND SCHEMA - HTML5 is the new coding standard for websites, while schema helps search engines better understand your website. Ensure your website supports and uses both of these and it will enhance your website's overall all SEO value

POINT #4
Is Your Website USER FRIENDLY...
Or User Nightmare?

Is your site optimized for user success or are you turning frustrated visitors away?

1. LAYOUT MEETS BEST PRACTICES – Every website should include sections dedicated to a header, content, and footer. Include sidebars, or sections to the right or left of content, when appropriate.

2. NAVIGATION USED APPROPRIATELY – Every website should include a navigation in the header and should list the important pages. Navigation options should be no more than three levels deep.

3. CONTENT IS FREE OF GRAMMATICAL & SPELLING ERRORS - Make sure website content is free of spelling errors, properly edited and written in the author's native language.

4. CONTENT IS EASY TO READ - Longer articles or large blocks of text should be broken out by the appropriate use of sections or sub-headers. You also need to use a mix of paragraphs and bullets. Ensure that sentences are never more than 15 words.

5. READABILITY LEVEL APPROPRIATE - It If have to say it in the most simplistic terms so your target audience can understand it quickly. If a user cannot digest the content, or understand what results they'll get quickly and easily, they will not stay on the website.

6. CHECK BROWSER RENDERING - Does your browser perform well across all major browsers and operating systems? A cross browser check is worth the time, as many browsers do render website differently value.

POINT #5
CONTENT, CONTENT, CONTENT

Have you done your homework?
Have you clearly identified your target audience?
Are you speaking their language and solving their problems?
Can they feel excited that your solution will help them and give them results?

The biggest elements of designing any content, in any capacity, are:

- Ensure you've identified your ideal client's pain,
- Speak the language they speak to articulate that pain
- Describe the solutions you have in place to solve the pain for them
- Ensure you speak to the positive results they'll experience

Remember as you are creating website content to tell a story.
Each person visiting wants to be taken on a journey. Imagine your site is YODA and they are Luke Skywalker.....

THEY ARE THE HERO and your site is the guide that leads them to the answers they're searching for.

Don't forget to DAISY CHAIN images & key phrases across your website...blogs...& social media.

POINT #5
CONTENT, CONTENT, CONTENT...
IS YOUR CONTENT ON THE MARK?

If you're speaking their language, your content will create an emotional response, a logical understanding and a desire to take action.

1. QUALITY – Make sure your content is of high quality with substantial depth to make it worth reading. Do research. Showcase your knowledge and position yourself as an expert.

2. CONSISTENT – Content marketing requires regular CONSISTENT publishing of content. If you allow readers to expect new content, they will return frequently. The best way to do this is to set publishing goals and execute them.

3. RELEVANT - Cover topics that are relevant to your website, your industry or niche, and your target market. Remember to write for your humans and not the search engines.

4. ENGAGING - Use a light tone that will bring in readers, captivate them, and encourage them to discuss and share content in social media.

5. FRESH - A web page is given a “freshness” score that can boost ranking for certain search queries. Websites that add new pages at a higher rate may earn a higher freshness score than sites that add content less frequently.

POINT #6
AVOID KEYWORD CHAOS

There is in fact TOO MUCH OF A GOOD THING when it comes to using keywords. Too many key words will make your copy boring, too 'salesy' and will turn your visitors away.

1. USE APPROPRIATE TARGETED KEYWORDS – Consider the words that a user might search for to locate a web page or post on your website. Validate this list of possible keywords to actual search volumes. Anticipating the right keywords and writing your content with these keywords in mind will produce positive results. A mix of regular keywords and long-tail (longer phrases) will provide the best mix of search traffic and results.

2. USE NO MORE THAN ONE OR TWO KEYWORDS PER PAGE OR POST With the increasingly competitive nature of organic SEO and website optimization, best practices for keyword selection and implementation is to focus on one keyword per web page. In cases where the keywords are long-tail keywords or keywords of lesser competitive nature, it is possible to target two similar keywords or phrases on one page.

3. SPEND TIME MAPPING KEYWORDS TO INDIVIDUAL PAGES & POSTS Plan your website pages and posts by mapping your preferred keywords and phrases to actual content. Use a WordPress plugin like WordPress SEO from Yoast to help track the keywords and keep you focused.

4. AVOID KEYWORD STUFFING - Google defines “keyword stuffing” as the practice of loading a webpage with keywords in an attempt to manipulate a site’s ranking in Google’s search results. Such practices create a negative user experience and can harm your site’s ranking. Focus on creating useful, information-rich content that uses keywords appropriately and in context.

POINT #7
SOCIAL MEDIA THE RIGHT WAY
Where are you using Social Media On Your Website?

Don't you dare say you have your social media buttons on every page!!!! Your website should never have your social media buttons on a page that contains a call to action!

The best page for social media is on your About & Contact Us Pages. The reason you want to place these strategically is because once a visitor clicks to connect with you on social media, you will not get them back to your website.

1. SOCIAL MEDIA ON YOUR WEBSITE – Make it very easy for people to locate your social profiles and share your content. Not on your home page or sales pages.

2. EASILY IDENTIFIABLE SOCIAL ICONS - These should link to your social accounts, as well as traditional sharing icons on posts. The reason you want to do this is so content can be quickly shared across social media networks.

3. USE APPROPRIATE SOCIAL ACCOUNTS - We have a lot of choices when it comes to social media platforms. Make sure you are using the right network for your audience.

4. SOCIAL SHARES - Social activity influences organic search, so share your own content regularly and encourage others to do so as well.

5. BE ACTIVE & ENGAGED - Social media is about interaction, which means you must actively connect with others, share third-party content, and communicate via tweets, likes, comments, and +1s.

6. SOLID REPUTATION - Manage your online reputation and promptly address negative interactions. The worst thing you can do is to ignore a negative comment.

WE'RE SENDING YOU A VIRTUAL HIGH FIVE!

Are you patting yourself on the back.... or are you feeling like you have an OVERWHELMING job ahead of you?

If you're feeling the latter, chunk it down into specific items, get it scheduled on your calendar and take it one step at a time. ROME wasn't build in a day either!

How did your site do? Based on what is in this booklet, would you give your site a pass or fail?

Our hope is that you've gained a clear vision of what needs to be done on your site to OPTIMIZE for success from a foundational perspective.

If you went through the website audit checklist and you discovered a bit of a mess, don't panic. If you feel like you might need some assistance, we're here to help.

We can help with branding, copy, website design, SEO, and social media....we would love to show you some easy tips to make simple changes. Let's hop on a success call today!

SCHEDULE HERE: https://calendly.com/1socialbuzz/success-call