5 Things You Can Fix On Your Website In The Next Week To Increase Sales

Welcome

Like most business owners, you are probably distracted and overwhelmed by the possibilities of doing business online. The internet is a game-changing tool for collecting leads, attracting customers, growing a business, finding staff, providing excellent customer service and building communities. However, most of us fail dismally in our online ventures.

Here are five things you can do in the next week to boost your online presence and increase sales. Each step has an actionable item and an option for those of you that need some extra assistance. We look forward to hearing about how these small changes make a significant impact on your business!

Let's get started.

1. Get Specific

For those unfamiliar with SMART goals, the acronym stands for Specific, Measurable, Actionable, Realistic and Time-bound. SMART goals are part of an idea that has been around for decades and has helped businesses and individuals increase productivity and stay focused.

SMART goals are back in favour because the internet allows us to measure and track most of what we do. In this section, we're going to focus on getting specific about our goals because that is usually the most challenging part of the process.

Ask yourself this question: If you could have ten new clients today, but they all had to be a clone of one of your existing clients, who would the existing 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 you new business, pays on time and who you would genuinely like to have more of.

Once you have identified this client, ask yourself what industry they work in, the size of the business, their turnover, what kind of products and services they offer, how many staff they have, what their business aspirations are and what value 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. I want you to imagine that this website has been built specifically for you.

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 who our number one client is, doesn't it make sense to attract more of them?

Actionable:

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

Need Assistance?

Our branding services can help you identify your ideal client and action a digital campaign that attracts them.

2. Technical Website Fixes

Technical aspects of website maintenance are often placed into the 'too-hard basket' and neglected. While they may be confusing or overwhelming, they are critical and should be prioritised by all business owners, including you.

This section will help you to identify and correct technical website fixes to improve website performance and analytics.

Site Speed

Google now puts a significant emphasis on page load times. Your website should be fast on mobile and desktop. Large images and caching issues can cause your site to become slow, impacting your SEO and user experience.

Check your site speed with this Google tool:
https://developers.google.com/speed/pagespeed/insights/

Broken Links

Website visitors have little patience when it comes to broken links. You should check for broken links and prioritise their repair. There are WordPress plug-ins that identify broken links for your convenience.

Mobile Responsive

Your website should be mobile friendly and responsive. If not, users may become frustrated or view your website as unprofessional.

Check whether your website is mobile responsive with this Google tool:
https://search.google.com/test/mobile-friendly

Actionable:

Correct these technical fixes to improve your website performance. Make a list of problems and if you cannot action them yourself, contact your web developer.

Need Assistance?

Send us a list of technical fixes you couldn't complete. While you're there, ask about how our WordPress Care Plans can manage all technical aspects of your ongoing website maintenance.

3. Revisit Your Call to Actions

A call to action (CTA) is a piece of content designed to encourage a user to perform a specific instruction. You'll notice CTAs on every great website. Whether it's BUY NOW, LEARN MORE, CONTACT US, GET A QUOTE or something else, the CTA strives to encourage further engagement between you and your customer.

In this section, we encourage you to review your CTAs on every page of your website. Ask yourself these questions:

- Is there a CTA on every page?
- Is the wording relevant and engaging?
- Are they highlighted, making it easier for my website visitor to engage?
- Do they flow logically?

Actionable:

Critically review your CTAs alongside the questions above and adjust accordingly. Put yourself in the shoes of your customer and consider whether you would click on them.

Need Assistance?

Contact our team for a website, branding or digital marketing review.

4. Get Found

It's no secret that millions of people use 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 index 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

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

site:somerdesign.co.uk

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

https://youtu.be/uNZJMZ0hi1Y

Actionable:

Make sure you are in the Google index so you can get found.

Need Assistance?

If need be, instruct your web developer to submit your site to Google. We have web specialists on the Somer Design team ready to assist.

5. Be Social

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These days, if something is popular, it's talked about on social media. Sites and apps like LinkedIn, Facebook, Instagram, and Twitter offer users a platform to share content and grow an audience.

Your business can utilise the power of social media and generate excellent results. Best of all, signing up and sharing content is free. With platforms like Canva and Photoshop, creating quality content to share on social media has never been easier.

Here are a few ways to maximise results from your social media accounts.

Engage with your audience.

Social media is all about networking. Respond to your users, share great content by other accounts and engage with industry leaders

Share content regularly.

You should regularly share different types of content for optimal results. Offer variety in the form of videos, photos, written content, interactive posts, and more.

Offer value.

Prioritise valuable content over offers or ads- this is what your audience wants to see. When you offer value, clients are more likely to engage with your services.

Be consistent with voice and design.

Consistency is key! Aim for consistent brand voice, colouring, fonts, design and responses.

Link back to your website.

Don't forget to include a link back to your website so that your followers can engage and learn more about your business.

Be professional and appropriate.

On social media, everything you publish is essentially permanent if captured or saved by a user. You should maintain professionalism by using appropriate language and typing in a calm and friendly tone.

Optimise your bios.

Optimise your bios by clearly defining what you do and including a link to your website.

Actionable:

Review your social media profiles and ask yourself whether they fulfil the criteria discussed above. If not, optimise across all platforms and watch your following grow!

Need Assistance?

We offer social media set-up, optimisation, maintenance and posting. Contact our team for more!
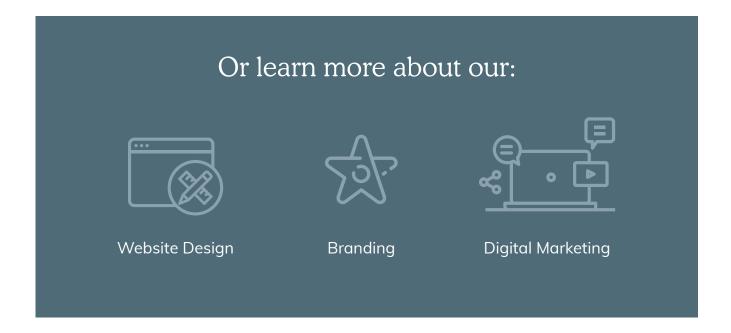
How Did You Go?

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

This short e-book aims to cut through the clutter and give you some actionable steps to make a real difference in how your website is performing for your business.

For more information, visit **www.somerdesign.co.uk**

Or learn more about our:

Website Design

Branding

Digital Marketing

A Final Message

Congratulations on completing our 5 Things You Can Fix on Your Website in The Next Week to Increase Sales eBook! We know that you're serious about taking action to market your business online.

To help you take your online presence to the next level, we're offering a free consultation with a digital strategist. Book yours today.

BOOK NOW