YOUR

WordPress

Workbook

free

by Carlene Kelsey

Includes 15 Website Must Haves

15 MUST HAVES Your Customers Want to See On Your Website

www.CarleneKelsey.Biz

1) A Private, Self Hosted, Domain Name

2) Easy Navigation – Across the Top

3) A Home Page That Clearly Describes What You Offer

4) Your Site Needs SEO Keywords and Phrases

5) Former Client Testimonials

6) A Good Explanation and Company History Section

7) Real Photos that You Have Permission to Use Online

8) Lots of Fresh, Original Content, Stories & Blog Posts

9) Your Contact Info, Phone Number and Email Address

10) Clear Guidance on Your Process to Work With You

11) Connections to Your Social Media Channels

12) Highlight Your USP (Unique Selling Position) Why Work With You?

13) The Ability to Comment and Give You Feedback

14) A Call to Action On Every Page

15) Special Offers & Personalization
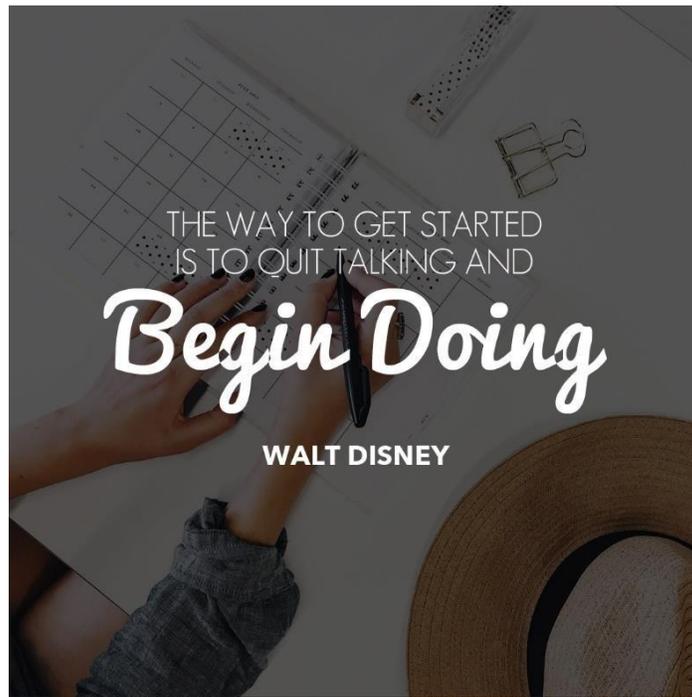
Why WordPress Is A Great Platform For A Blog

Starting your first blog is an exciting idea. You're going to make your presence known to the world, and you'll have an avenue for expressing your thoughts and your opinions. There are plenty of platforms for you to build your blog on, however, in this article, you're going to find out why you should consider a self-hosted WordPress blog.

Before we begin, however, let me just clarify that WordPress.org and WordPress.com are not the same.

WordPress.com is a blog hosting service which gives you very limited options. **WordPress.org**, on the other hand, is where you can download the WordPress software which you then need to install on your own web hosting. While this may sound intimidating, it's really not. Many commercial web hosts offer 1-click install for WordPress which means you can get your blog up in just a few minutes!

Running your blog on the self-hosted version of WordPress means you have full control over your website. You own it, you can design it any way you want, you can publish any kind of content you want, and so much more.

The core WordPress software is already powerful on its own, and it even comes pre-installed with a few themes and plugins. With themes, you have thousands of free and premium themes to choose from, and you can make your site look as unique as you want. And when you add plugins, you can totally change your website's functionality!

Even if you just want to blog for now, if you ever decide you want to add an online store to your blog later on, you can do that with WordPress. You can create landing pages on WordPress, you can add a forum to your site, you can even sell memberships or courses on it! In short, WordPress plugins are awesome.

Other platforms don't come near the number of themes and plugins available on WordPress which is why it's such a popular choice for bloggers and website owners alike.

As with most platforms, however, WordPress does come with a bit of a learning curve. However, once you understand the basics, then it will be easy for you to build different kinds of sites. WordPress has an active global community behind it, so you'll never run out of tips and ideas to customize your website.

The top 5 reasons why I like WordPress.org as a web designer are:

1. It's free software and open source. Anyone can download it and create a stunning site for your business.
2. It adapts well to any kind of website, a blog, an eCommerce site, a Membership Site, a business site etc.
3. It supports all types of media- images, videos, articles, audio, and documents.
4. You can change the design to make it uniquely you and scale up your site with Plugins.
5. It is easy to learn and doesn't take a genius to manage and update on a regular basis.
6. **BONUS**: WordPress is known for **having SEO built into the platform**. It generates title tags and meta descriptions for all pages and posts. This lets the search engines know about your content and it will get you indexed and potentially moved up in the rankings.

There is a lot to setting up a WordPress site, but once you are clear on your brand, theme, and content, maintaining and adding new content is something anyone can learn to do.

Why choose Wordpress.org? See these stats below that will show that WordPress is the clear leader.

Here are the top usage stats of the top 10 Content Management Systems on the Web:

1. Wordpress = 39.6%
2. Shopify = 3.2%
3. Joomla = 2.2%
4. Drupal = 1.5%
5. Wix = 1.5%

The Benefits Of Using Premium WordPress Themes Over Free Themes

One of the major benefits of using WordPress for your website is you can choose from thousands of free and premium themes to give your site the look you want it to have.

While it's true there are plenty of stylish, free WordPress themes you can download from the WordPress.org Theme Directory, premium themes help make your site stand out from the crowd of lookalike WordPress sites.

Here are some of the biggest reasons why you should consider switching to a premium theme:

1. Better quality themes

Most free themes are generally well-coded; however, these are often not SEO-optimized. Premium themes, on the other hand, are usually up-to-date and adhere to standard coding practices.

Better theme code reflects on your website's page load speed. And because of this, websites with premium themes generally rank higher on search engines than those using free themes.

2. Better support
Most free theme developers have no incentive to provide support to their users. More often than not, support can be found in WordPress forums with the developer answering questions when they feel like it.

With premium themes, however, you get priority support from developers. You have access to them via chat, email, forum, or ticket support, and you can expect to receive a response in a timely manner.

3. Extensive documentation

Having a well-documented theme is important. Free themes rarely include documentation, and you're usually left on your own to figure out how to use a theme.

With premium themes, however, most developers and theme shops include extensive documentation. This makes it easier for them to support their customers as they can easily direct them to the knowledgebase article or tutorial that will help solve their specific problems. This means less time answering support questions and more time developing even better themes.

4. Customization options

While you can customize free themes, your options are extremely limited especially if you don't know how to code. Even if you do, it will still take you hours editing code just to change a few elements on your web page.

With premium themes, you often have a range of options to choose from. You can easily design your site to make it look unique by using different layouts, fonts, colors, images, etc. And it won't take you hours to do all these on a premium theme – with just a few clicks, you'll have a gorgeous website at your fingertips!

5 Simple Ways To Optimize Your WordPress Website

Having the most stylish and the most beautiful website in the world doesn't mean a thing if you're the only one who visits it. You don't want to be all alone admiring your website. Of course, you can pay for traffic by advertising on social media or other platforms. But would you really want to pay thousands of dollars in advertising fees when you can get highly qualified and FREE traffic from Google? Probably not.

This is why search engine optimization or SEO is so important for online businesses. You may be a blogger, an affiliate marketer, or an online store owner, and I think you'll agree with me when I say that search engine traffic is the best source of traffic.

Here are a few ways you can optimize your website for search engine traffic:

1. Use a fast-loading theme

There are thousands of themes to choose from in WordPress.org. However, most of them will be slow. Google loves fast-loading sites, and you'd hate to find out your theme is causing your site to load slowly on people's computers.

2. Add a sitemap

Help search engines crawl your website content faster so they can add it to their database. The earlier your content gets crawled, the faster you can get your site to appear on search engine pages.

3. Install a caching plugin

There are a number of free caching plugins you can choose from. How it normally works is that it will generate a static HTML file of your web pages. This means that your web server will no longer have to serve up all your website files to each visitor. The static HTML files are lightweight, and this makes your site load faster on your visitor's browser.

4. Use human-readable permalinks

WordPress gives you a few options for how you want your permalinks to appear. The SEO-friendly format recommended by search engines are those that make it easy for people (and search engines) to understand what your content is about. The most common format used by SEO-optimized websites is the post-name permalink format.

5. Install a good SEO plugin

Yoast and All In One SEO Pack are two of the most popular SEO plugins. Choose which one you'd like to install, configure it properly, and you'll have a nice SEO-optimized website soon.

5 Easy Steps To Create The Perfect Sales Page On Your WordPress Website

Sales and leads are the lifeblood of all online businesses. If you're building your site on WordPress, then you'd be happy to know that creating attractive and high-converting sales pages is relatively easy on this platform. Read on to find out how you can create the perfect sales page on your WordPress site.

Step 1. Prepare your content

When preparing your content, it's important to put yourself in your customer's shoes. Ask yourself 'why would I buy this product?' Make your customer see just how useful your product is, and the benefits they'll get if they purchase it.

Make sure you use words that your audience uses. If you're targeting an older audience, then you don't want to use slang terms. Always keep your audience in your mind while you write your sales copy.

Step 2. Upload to your WordPress website

Once you've finished writing your content, it's time to upload it to your website. Don't forget to also upload your product-related images and videos as these will help your customers in making their decision. Try not to use stock photos. Instead, use real photos so that people can actually see your product in action.

Step 3. Design your sales page

If you're not sure what the best design for your sales page is, you can go online to look for inspiration. With the help of a drag and drop page builder, building a sales page is even easier. You can easily drag a content module to your desired location. You can change colors and fonts easily, and do all sorts of customizations.

Best of all, you don't have to imagine what your sales page looks like. These drag and drop page builders are also WYSIWYG (what you see is what you get) editors, so nothing is left to your imagination!

Step 4. Link to your payment processor

The most popular payment processors for online businesses are Stripe and Paypal. You'll find plenty of plugins that makes integrating a payment processor easy. You just need to choose the best one that suits your needs.

Step 5. Publish your sales page

Now that you've got all important elements of your sales page in place, it's time to publish it and announce it to the world. Don't forget to check your sales page on the front end, and try buying your product yourself. Make sure there are no errors, and that your customers will have a great buying experience!

How To Skyrocket Your Email Subscribers Using Your WordPress Website

You'll often hear profitable website owners say that the money is in the list. They aren't joking. The money really is in the list. If you have an email list, you can easily market to your subscribers, and get them to visit your website again and again. If they weren't on your list, these people probably would never have visited your website ever again.

So you see, building an email list should be one of your website's top priorities. You don't even have to think about what you're going to sell to your list yet. Just focus on building it, and when you get to a large enough size, then you can worry about monetizing your list then.

Here are a few ways you can skyrocket your email subscribers using your WordPress website:

1. Create audience-specific landing pages

Ideally, you should be segmenting your email list. If you have a marketing funnel in place, then you should know where a particular customer is in their journey.

If they're just at the top of the funnel, you could use a different landing page with a different lead magnet for them. If they've already interacted with your business before, then they would be somewhere mid-funnel and probably ready to buy from you.

With audience-specific landing pages, you get to make your content relevant. The good thing with WordPress is it's easy to create these pages from your WordPress admin!

2. Write compelling copy

Your landing page copy is very important. You can have the most eye-catching photos on your website, but if your sales copy doesn't speak to your customers, then chances

are they're not going to buy from you. If you don't know how to write copy, then invest in a good copywriter. The expense will more than pay off when you get people subscribing to your list in droves!

3. Use beautiful imagery

You know the saying, a picture paints a thousand words. When enticing people to sign up to your list, make it easy for them to do so. Use images that perfectly portray what they're going to get if they sign up to your list!

4. Promote your landing page like there's no tomorrow

There's really no point creating an opt-in landing page if people don't visit it. Make a point of promoting your link on many different platforms. If people find your offer attractive, they'll be more than happy to sign up for your list!

The Wordpress Success Checklist

Two versions of WordPress

- WordPress.org

- ☐ Self-hosted version
  - ☐ You have full control
  - ☐ Need to buy domain name
  - ☐ Need to pay for web hosting
  - ☐ 100% free software
  - ☐ Open source software
  - ☐ Extremely powerful
  - ☐ Highly customizable
  - ☐ No coding required
  - ☐ Extend functionality via plugins
  - ☐ Build any website you want
  - ☐ Website maintenance is your responsibility
- WordPress.com
  - ☐ Blog hosting service
  - ☐ Very limited options
  - ☐ Works like a website builder
  - ☐ Free version limits you to wordpress.com subdomain
  - ☐ Upgrade to remove wordpress.com in domain
  - ☐ Can't create an online store
  - ☐ Can't create membership site
  - ☐ No worries about maintenance

Proper groundwork for self-hosted WordPress

- Domain name
  - ☐ Make it easy to remember
  - ☐ Should be short
  - ☐ Avoid hyphens and numbers
  - ☐ Use right domain name extension
- Web hosting
  - ☐ WordPress.org recommended web hosts
    - [HostGator](#)
    - DreamHost
    - SiteGround

Installing WordPress

- 1-click WordPress install

  ☐ Install via cPanel's WordPress Tools

  ☐ Install via Mojo Marketplace
- What to do after install
- ☐ Delete dummy content
- ☐ Set up site title and tagline
- ☐ Change permalinks
  ☐ Uninstall unnecessary pre-installed plugins ☐ Set time zone

Match WordPress theme to your offer

- What are themes?
  ☐ Define how your site looks
  ☐ Both free and premium available

- ☐ Price Free vs Premium themes
  - Free - $0 (not usually the best option)
  - Premium – from $10 to $100s
  ☐ Uniqueness
  - Free – not unique
  - Premium – can make it very unique
  ☐ Support and updates
  - Free – support is not guaranteed
  - Premium – included in price

Features and functionality

  ☐ • Free – very limited
  - Premium – variety of options

How to choose the best theme

  ☐ Does it have all features you need?
  ☐ Will theme help you achieve goals?
  ☐ Does it include drag and drop builder?

Website enhancing plugins to install

- What are plugins?
  ☐ Software you add to WordPress
  - Where to find plugins
  ☐ WordPress Plugin Directory

- ☐ CodeCanyon
- ☐ Developers

Most essential plugins
- ☐ Yoast SEO plugin
- ☐ Akismet anti-spam plugin
  - ☐ Monster Insight's Google Analytics plugin
  - ☐ Updraft Plus backup plugin
  - ☐ WP Super Cache plugin
  - ☐ Search Exclude plugin

WordPress on-site optimization

- Fast-loading theme

- Install caching plugin
- Search engine visibility is activated
- Sitemap
  - SEO-friendly permalinks

Use categories and tags
- Install SEO plugin like Yoast

WordPress site security

- Why hackers and bots attack

- ☐ Steal website data
  - ☐ Use your site to send spam
  - ☐ Host malicious content
  - ☐ Attack other websites
- How to keep your site safe
  - ☐ Update WordPress, themes, plugins
  - ☐ Use strong username and password
  - ☐ Disable directory browsing
  - ☐ Use two-factor authentication
  - ☐ Hide default WordPress login page

  - ☐ Get SSL certificate

  - ☐ Limit login attempts

  - ☐ Install security plugin
  - WordFence
  - Sucuri

- iThemes security

Legal pages and disclaimers

- Privacy policy
  - ☐ Must be on all websites
  - ☐ Info on web visitor data collection
  - ☐ ☐ Can use WordPress plugin to generate
- WP Legal Pages plugin
- Auto Terms of Service and Privacy Policy plugin

Terms and conditions of use

- ☐ Should protect you from lawsuits
- ☐ Best written or reviewed by lawyer

Affiliate disclosure

- ☐ Important if you receive affiliate compensation

Earnings disclaimer policy

- ☐ Income from using your product is not guaranteed

Return/refund policy

- ☐ Works for both digital and physical goods
- ☐ Conditions for product returns/refunds

Product specific pages and navigation

- Product pages

- ☐ Organize product page
  - ☐ Make descriptions short
  - ☐ Landing page should match advert
  - ☐ Use page builder to create attractive pages

Site navigation

☐ Menu structure
    Easy to locate
    ☐ 3-second rule
    Use good layout
    ☐ Use multimedia
    Minimize distractions
☐ Call to action
    ☐ Make it visible
    ☐ Encourage people to take action

Collecting payments and building buyers list

- Payments for eCommerce stores
- ☐ WooCommerce plugin
- ☐ Easy Digital Downloads plugin
- Payments for non-eCommerce site
- ☐ PayPal payments
- ☐ Stripe payments
- Buyers list
  - ☐ Build relationship with list
  - ☐ Your own property
  - ☐ Drive traffic to site
  - ☐ Easier to convert

Passion is energy

FELL THE POWER THAT
COMES FROM FOCUSING ON
WHAT EXCITES YOU

OPRAH WINFREY

Go from Bland to Brilliant – 50 Things Your Website Needs

Your website is your storefront. In many cases it provides a prospect's first impression of your company. You know what they say about first impressions; you can only make one and it better count. The good news is that keeping in mind a few fundamentals and making a few simple tweaks to your website can take it from bland to brilliant. You can create a website that attracts visitors, converts clients, and helps you build a prosperous and exciting business.

1. **Invitation To Friend/Follow On Social Media**

   Social media is more than a trend or a tactic that you can use to build an audience. It's as essential for most industries as a website itself. And merely having a social media "presence" isn't enough; you have to let people know you're active on social media by inviting them to interact.

   There are many ways to accomplish this; one of the simplest is to extend an invitation – "Follow me on Facebook," for example, and include a link to your page.

2. **Professional Quality Logo/Header**

   The world of Internet marketing is vast and competitive. While you can create your own blog header, you should probably leave it to the professionals unless you happen to be a design whiz. Make an investment in your brand and your business by creating a strong and relevant header and logo to represent your business.

3. **Easy To Navigate**

   Make sure your visitors can find their way around your website quickly and easily. If you're uncertain about how to accomplish this, then study websites that you visit often. Notice how they guide you through the site. Do they provide relevant and easy to recognize navigation tabs? Does the flow of the site seem logical? Is there a search function so you can head directly to the page or information you're looking for?

4. **Interaction / Comments**

   Does your website invite visitors to comment on your articles and blog posts? One of the best ways to not only measure engagement, but to also create it, is to take a look at the level of interaction on your site. With WordPress you can turn comments on and off and you can allow comments for a specific period of time.

   Some business owners choose to not allow comments, but if you don't then you may be selling your visitors short. Engage them in conversation and invite interaction and comments. You'll not only learn a lot about your audience, you'll help build a loyal community of customers.

   Another option is to include Facebook comments. That way the conversation on your blog is continued on Facebook, where more people are likely to see and interact.

5. Social Bookmarking

   Social bookmarking not only adds value to your visitors and prospects, it also helps boost your traffic and brand awareness. By adding a social bookmarking function to your site, your visitors can bookmark using the bookmarking service of their choice. There are several top quality WordPress plugins that make social bookmarking easy. You can add buttons for the primary sites like Reddit and Pinterest. When someone bookmarks your site it's added to their account, where other users can browse and share. Be sure you're featuring the bookmarking sites that appeal most to your audience.

6. Fresh and Catchy Content

   The single most important thing you can do to transform from bland to brilliant is to create the best content possible. Fresh content means that your content is recent and it's topical.

   You're not creating content about something that happened five years ago or even five months ago. You're creating content about what's going on right now. And catchy content varies depending on your niche and your audience.

   The most important thing to remember when contemplating what makes something catchy is what voice and style you want to communicate to your readers. Are you serious? Funny? Controversial? What makes your content interesting, different, and valuable to your reader?

7. Archives With Clearly Distinguishable Keywords

   This function is particularly important if you have a blog or other WordPress based website. Make finding information easy for your visitors by creating archives. Archives are essentially directories for old content.

   No one wants to search through page after page of old content just to find something they're looking for. They want to be able to find what they need with a few clicks of their mouse. Use keywords that accurately describe the subject of the content to organize your archives.

8. Search Field

   It doesn't matter what the foundation is for your website – Joomla or WordPress or anything in between – it is important to make it fully usable by anyone who visits. One of the simple tools you can use to make this happen is a simple search field. It was briefly mentioned in Item #3 above, where navigation was discussed. There are different search tools you can use.

   For example, Custom Search Plugin is a WordPress plugin that allows you to create custom searches. Maybe you want people to be able to search for quotes or tips on your site. You can use this tool to add functionality to your website and to help separate your business site from your competition.

9. **Inquiry Form**

   What do you want people to do when they're at your site and they have a question? You might already have a FAQ page (hopefully you do), but what if the answer to a visitor's question isn't

on that page? Ideally, you want your visitor to be able to reach out and ask their question. This keeps them engaged and connected to your business.

To make this happen, it has to be easy for them to contact you. One of the simplest ways to accomplish this is to have a contact form or an inquiry form on your site. They enter their email address, subject line, and ask their question. You or your customer service assistant receives the message and can promptly respond.

FAQ Page

FAQ stands for Frequently Asked Questions. Including an FAQ page on your website helps make it more user friendly. Create a list of the most common questions you receive and turn it into a separate page on your site. Make sure that like all your other valuable pages, this FAQ page is easy to find and read. As you receive more questions, you can add to the page.

Also, consider occasionally linking to other important internal pages. This can accomplish two things. It can help keep your visitor on your website longer. And it can help boost the rankings for the page you're linking to.

When you're creating your FAQ content remember to make it valuable and easy to understand, and don't forget to include your unique voice in the content. If you're witty when you create blog posts then be witty when you create your FAQ page. Consistency helps strengthen your brand.

10. **List Of Awards Earned and/or Recognitions**

If you or your business has been recognized for anything relevant to your industry then by all means make sure it's acknowledged somewhere on your website. Awards and recognitions give you a boost in credibility.

For example, "Best of the Web" winners proudly display their award logo right on the landing page of their sites.

If you haven't won any awards or received any relevant recognitions, that's okay. You're certainly not alone. Consider including a campaign to win an award in your business planning. Get involved in your industry and get acknowledged.

11. **Media Page**

Do you have a media page? A media page is designed to help provide the media with the essential information they need. Approach it with the belief that the media will come looking for you and will want to learn more about your business. Here are just a few of the elements to include on your media page:

- Company Mission and History
- Product List
- Company Bios
- Company News and Press Releases
- Brochures, Logos, Images

12. Competition – Get People Involved

Competition has the tendency to ignite a fire of attention and sales. There are many ways you can use competition to add fun and flare to your business. For example, you might use it to build awareness of your Facebook page.

For example, anyone who "likes" your page could be automatically entered into a drawing to win a prize. Another type of competition gets your prospects involved and contributing, so you might have them share a story that's relevant to your niche and readers can vote on whose is the best story. They could create videos too.

13. Top Quality Free Downloads

Freebies are appreciated by just about everyone. However, they can't be the average run of the mill freebies. Your free content needs to provide unique value to each prospect. It should solve a problem in an organized and efficient manner. Some of the best freebie downloads are simple.

For example, you might create a calendar, checklist, or even a downloadable worksheet for your prospects to fill out. Remember to brand your free downloads and use them to gently drive traffic to a sales page or the next item in your sales funnel.

14. Relationships With Relevant Industry Professionals

Relationships are what build business. You have relationships with your customers and prospects, your vendors, contractors and much more. Each relationship is an opportunity to leverage, grow, and prosper. Relationships with relevant industry professionals can be significant.

For example, imagine if you have a pet blog and you forge a relationship with Cesar Millan (the "Dog Whisperer") who links to your site or mentions you on Facebook. That would be huge for your business. And you don't have to forge relationships with industry celebrities to make an impact. Connecting with others builds your community, one person at a time.

15. Contributor Content

Let other people create content for you. Each guest blogger, interview, or contributing author brings their audience with them. You'll gain traffic and followers. You'll also gain credibility by providing your prospects with a variety of valuable content.

16. Community Involvement

What are you doing to make the world a better place? Getting involved in your community is great for business. It not only promotes you locally, it provides you with content to share online as well. And you can invite your prospects to get involved in your community causes.

For example, if you have a pet related business you might get involved in a fundraiser for your local humane society and invite others to donate or get involved themselves.

17. **A Newsletter**

Email marketing is still one of the most powerful means to connect with your prospects, build relationships and make sales. However, your email newsletter has to be valuable. Make sure it provides different value than your website content. And separate that content so that newsletter subscribers receive unique value.

Membership Option

Have you ever considered offering a membership for your business? Members receive exclusive content, products or services, or promotions. You can charge for the membership or offer it for free. The choice depends largely on your audience, niche, and goals. Consider offering a membership option for your site to help broaden your offerings and set your website apart from your competition.

18. **Events**

Hosting events is a great way to not only attract attention to your business but get people involved with your business – events creates relationships. Consider hosting regular events and adding a promotional banner on your site to generate interest and attendance. You can host regular monthly webinars, chats, and other events to educate and promote at the same time.

Optimized Sign Up Offer

How do you motivate people to sign up for your newsletter? A great sign up offer can do the trick. There are many options to consider. You can give away a free report or ebook. You can provide a free online tutorial, video series, or access to behind the scenes audio recordings.

Create a fabulous offer to motivate subscribers and publish that offer in a prominent location on your website. Experiment to see what type of opt-in form works best. Some people have great luck with pop-ups, while others find that the upper right hand corner of their website works best.

19. **Mobile App**

There are more than a billion smartphone users around the world. And according to Smart Insights, global mobile traffic now represents roughly 51% of all Internet traffic. You can capitalize on this growing trend by creating a mobile application for your business and promoting it on your website. Offer it for free or charge a fee and include it in your product catalog.

At the very least – be sure your website looks great and is useable on mobile. If you don't, you run the risk of losing readers **and** dropping in the search rankings.

20. **Testimonials**

Testimonials are money in the bank. They're mini sales pitches made on your behalf by a satisfied customer. Who better to promote you and sell your services than an unbiased

customer? Use these testimonials wisely and place them strategically on your website.

21. Social Media Widgets

You're active on social media right? You can add social media functionality into your website. Social media widgets can invite people to join you on your chosen sites. Social media widgets can also display your activity on your favorite sites. For example, if you have a Pinterest account you can add a Pinterest widget to your site and display your latest pins.

22. Newsfeed

Use newsfeeds to display the latest industry news. Help keep people coming back to your site for information and to provide them with many levels of value.

23. Webinars

You can take your website up a level by offering webinars and using the tool to provide teaching opportunities to your prospects and customers. You can even use material from the webinars as the foundation for new content on your website.

24. Great Headlines for Everything

Headlines have an important role to play, and the more compelling and relevant they are the better. They'll pull your prospect to your content. Practice writing headlines. Test headlines to determine what your prospects respond to.

25. Exceptionally Effective Calls To Action

Include a call to action in every single piece of content you publish on your website – even if you merely want someone to stay on your site and read some more. Tell your visitors what to do next and help guide them through your site step by step.

26. Have You Written A Book?

If you've written a book then list it on your website. Promote it and use it to help establish you as a credible resource.

27. Have You Been Featured On The News?

If you've had the opportunity to be featured on the news then share the logo of that show on your website. Imagine how powerful "As Seen on CNN" could be to grow your business.

28. Do You Have Credentials?

What are your credentials? What makes you an exceptional source of information, services or products? Include your credentials on your website in the form of a biography or on your "About" page.

29. Clear Brand

What's your brand? Is it strong and apparent on your website? You can use your colors, logo, header, buttons, graphics, and the voice of your content to help build and establish your brand.

30. Obvious Target Market

Who is your target market, and when they visit your site is it obvious that you're talking to them? Your target market are the people who your products and services are designed to help. They're the people whose problems you solve.

If you're unsure who your target market is, then it's time to conduct some research. Take a look both at the demographics and psychographics of your customers. What do they have in common? Create an ideal prospect and then craft your website to appeal to that ideal prospect.

31. About Page

Your "About" page can include a number of pieces of information. Consider including information about your company's vision and mission. You can also include a bio or staff, although those are often best left to a separate page. You might include the company history and your purpose.

32. Contact Page

The contact page is simple enough yet it is very important. It should include your contact information even if it's already been published elsewhere on your site. Include name, phone numbers, email addresses and physical address. Also consider including any social media links on this page.

33. Video And Welcome Audio

Video and audio have become primary means of communication online. YouTube, Vimeo and other social video sites have changed the way we interact online. People enjoy being able to put a face with a business. They also like to hear your voice. Consider including both video and audio content on your site. You might even include a simple welcome message embedded into your landing page and/or sales page.

34. A Way For People To Give Money

Are you passionate about a cause? There are many ways you can integrate your cause into your business website. Taking this step not only helps raise money for something you believe in, it can help build your business.

A simple plug-in to help people click and donate, or a link to a cause you believe in, helps identify your business as a socially responsible one. More and more consumers are choosing socially aware businesses.

Additionally, if you have environmentally friendly practices then take time to identify those on your website. Sustainability is not just a buzzword; it's an approach that consumers respond to.

35. USP

USP stands for unique selling proposition. It's what makes you different. How do you separate yourself from your competition? What do you do better or differently from them? Integrate your USP into your voice, branding, and content online.

36. RSS Feed

RSS is a means of syndicating your content. It allows others to subscribe to your site and automatically receive new content and/or blog posts in their email inbox or via their favorite reader like Feedly. It's ideal if you can offer both reader RSS and email RSS so that your visitors have a choice.

37. New Products and/or Services

One of the best ways to make your business website stand out from your competition and really take hold is to create a steady stream of top quality products or services. Create a launch plan that provides you with the ability to talk about new products or services often, to discuss pending launches, and to offer promotions. It keeps things exciting and of course it helps your bottom line.

38. SEO

SEO is search engine optimization. It's the strategy and toolbox of tactics that drive traffic to your website. There are many tactics to embrace including linking, keywords, content, social media and more.

39. Analytics

Analytics will not only help you fine tune your SEO strategy, it'll help you build stronger relationships, better understand your clients and prospects, and it will help you create highly targeted content. Analytics is essentially a program that helps track every single visitor activity on your website.

Google offers a free version of analytics software that is easy to use. You embed the code into your blog or website and then you can track your website activity. You can see which pages receive the most visits, where your visitors come from and much more. Analytics is an essential tool for any serious business owner.

40. Relevant and Strong Outbound Links

Many people are frightened of outbound links. They're worried that they will be sending their visitors away. The key to good outbound links is to link to websites that are complimentary and that you have a relationship with.

For example, if you have a dog training blog you might link to your favorite dog toys website or your favorite dog breed information site. Choose relevant sites that aren't in direct competition with you. These outbound links should also only be with professionals that you have a connection with. Ideally they'll also help promote you by linking to your site or by promoting you on social media.

41. Controversial Content – Share Your Opinion

Some blogs seem to thrive on controversy. Others avoid it like the plague. There is a happy medium. Consider adding the occasional opinion piece. Surely you have strong opinions about matters in your industry, and chances are your prospects and customers do too. By sharing your opinion in a professional and interesting way, you engage conversation and can create a lot of traffic and interest for your site.

42. Pictures

Do your prospects and customers know what you look like? Add a picture to your website and show them. Make it a professional image that represents you and your brand. If you have a team of employees or even contractors that your clients may interact with frequently then consider adding photos of them on your "About" page or contact page.

43. Promotional Offer

Ideally you'll always have something going on, something that you can promote. You don't need to have a fire sale every other week; in fact, that's generally not a great idea. However, a relevant and valuable promotion can create interest for your company. There are many opportunities for promotions including new product launches, sales, and holidays.

44. Referral or Affiliate Program

Word of mouth marketing is one of the best forms of marketing because it doesn't come from you. It comes from satisfied customers. Consider creating a referral program for your business. You can reward referrals with money, discounts or add ones.

You might also consider creating an affiliate program. An affiliate program pays others a commission based on sales they send your way. It requires some additional legwork because you'll want to provide them with materials to be successful, but it can pay off generously.

45. Security

Make sure your customers' information is protected by an appropriate level of technology. Using a secure shopping cart and payment system. Make sure your customers know they're protected by sharing your security protocol and policies. If you have SSL (Secure Socket Layer), then tell them you have it by displaying the logo.

46. Fast Load Times

Invest in a good webhost and make sure the graphics you're uploading aren't so large they slow down load times. People are impatient and generally won't wait more than a few seconds for a site to load.

47. Visual Interest

With good design elements and attractive and relevant graphics strategically placed throughout, you'll create a website that is beautiful to look at as well as useful. Work with a designer to get an attractive and balanced site.

There you have it! 50 ways you can improve your website and make it stand out from your competition. Start with a few of these changes and gradually implement more of them as can. Each step you take helps your business grow, provides value to your visitors and prospects, and attracts more people to you and your wonderful Internet based business.

Get it **Done** Plan

TOP PRIORITIES

1

- _____
- _____
- _____

TARGET   25MIN TRACKER

2

- _____
- _____
- _____

TARGET   25MIN TRACKER

3

- _____
- _____
- _____

TARGET   25MIN TRACKER

EISENHOWER MATRIX

	IMPORTANT	NOT IMPORTANT
URGENT		
NOT URGENT		

SCHEDULED

6 _____
7 _____
8 _____
9 _____
10 _____
11 _____
12 _____
1 _____
2 _____
3 _____
4 _____
5 _____
6 _____
7 _____
8 _____
9 _____

NOTES

TOMORROW

Meet Carlene

I'm the strategist behind the scenes who helps ambitious entrepreneurs turn *"meh"* marketing into magnetic messaging that sells. As a Facebook and Instagram ads expert, I make sure your ads aren't just pretty—they actually *work*.

I believe in smart, simple strategies that help you grow your leads (and your sales!) without the overwhelm.

When I'm not optimizing campaigns, you'll find me sipping wine, planning my next adventure, or cheering on women who are ready to scale with confidence.

Feeling Out of Control?
I know that running a business can be stressful, frustrating at times and down right exhausting. If you'd like some help with what's on your plate, right now, then let's schedule a call to unravel all the items that are keeping you stuck and feeling overwhelmed.

BOOK A CONSULTATION NOW

Ready to stop guessing and start growing? Let's make your business the one they can't ignore.

Schedule your Call here >>> **Chat With Carlene**