Get
2020 Website Ready

DITCH THE STRESS ... GET WEBSITE SUCCESS

where to start

Your website is your shop front to the world! Your online brochure and very often the first thing people will ask you (or search in Google) for, if they want to learn more about you and what you do! It is also a HUGE opportunity for you to attract a new audience to your business and there really are no limits in what you can achieve with your website.

achieving success

If you are looking to make a difference to your business in 2020 and want a website that will not only look beautiful but will also help you to drive sales, convert new customers and grow your business, this guide is perfect for you!

free resources

I love helping and supporting businesses in all aspects of online marketing and website design. There is a blog and downloads on my website but please also connect with me on social!

first impressions

Make a GREAT first impression
So you want more visitors to your website, when they get there are you going to be able to keep them there?

Imagine your website is a shop front... is it attractive and engaging?
This is your very first opportunity to sell yourself, to showcase your products and services..

Are visitors going to be enticed to stay or simply... click away?

get visitors

It's time to STOP hiding away and start to get visitors to your website.

BUT NOT JUST ANY VISITORS

Visitors that will really want to stay on your website. Potential customers that will love what you do and want to engage with you.

connect and convert

People LOVE people! The more of 'you' that you can communicate on your website people will feel connected to you and make it easier for them to trust you and want to do business with you! This doesn't mean you have to share what you are having for lunch but give them an insight into you, your story and why you do what you do!

If people connect with you they are more likely to follow you on social, sign up for your email list and ultimately buy from you!

first impressions

Speed

- ☐ Use a good website host
- ☐ Optimise images in your website
- ☐ Delete any plugins you are not using
- ☐ Use external host for any videos
- ☐ Enable browser caching

Notes

Design

- ☐ Use images that are Impactful
- ☐ Ensure your website is mobile friendly
- ☐ Check your website is responsive
- ☐ Keep your colours and fonts consistant
- ☐ Add your logo and a favicon
- ☐ Only use pop ups if they are mobile friendly

tip

User experience and enagement are key .
Ensure your website looks visually beautiful but also loads and displays correctly across all devices

Content

- ☐ Ensure your copy is easy to read
- ☐ Use headings and sub headings
- ☐ Highlight any key points and links
- ☐ Use short paragraphs
- ☐ Use bullet points where applicable
- ☐ Use visually prominant quotes

get visitors

Organic Search

- [ ] Use keywords and phrases in your copy
- [ ] Optimise images for your keywords
- [ ] Target only one word or phrase per page
- [ ] Use links in your site and guest blog
- [ ] Monitor what is happening with Google
- [ ] Submit your website to business listings
- [ ] Ensure your website has an SSL certificate

tip

As a small business you have the opportunity to punch above your weight with the big boys and get seen in Google. You can do this by working with your organic search and social accounts

Paid Ads*

- [ ] Use Facebook Ads
- [ ] Google Ads (get help if you don't know how)
- [ ] Research your market place
- [ ] Test and try out ads so you know what works
- [ ] Set specific budgets and monitor ROI

*Paid ads are NOT a 'must' but they are an opportunity for you to drive visitors.

Social

- [ ] Ensure you have links to your website
- [ ] Use keywords and phrases
- [ ] Link to home page in bio
- [ ] Link to relevant pages for posts
- [ ] Add social share buttons to your posts
- [ ] Ensure you have social follow buttons

Notes

connecting

Your second impression

It's time for a chance to start connecting and engaging at a deeper level. Here are some ways you can really start to encourage your users to start to trust you!
Check that you have explained or included the following:

- Explain who are you
- Tell them what you do? For whom?
- Tell them what's in it for them?
- Feature awards and accreditations
- Include Logo and Branding

tip

instead of a separate page use testimonials and endorsements throughout your website.
This gives social proof to your visitors.

- Add social proof - testimonials
- Include links to social profiles
- Privacy Policy and Terms of Business
- Have an email sign up
- Include contact details
- Use visually prominent quotes

Engaging

- Include a blog and be consistent
- Add a bio and call to action to you blog
- Ensure your site has clear navigation
- Include an email option
- Make it super easy for them get in touch
- Link to social profiles

Notes

converting

The moment has arrived

and it's time to let your visitors know how they can connect further with you, either by signing up to your email list, completing your contact form or buying a product or service

Sales Page / Product

- [ ] Grab the buyers attention?
- [ ] Explain what it is?
- [ ] Demonstrate what's in it for them?
- [ ] Get to the point quickly?
- [ ] Avoid jargon
- [ ] Add social sharing buttons
- [ ] Focus on the benefits not features
- [ ] State features clearly

tip

A SSL certificate shows visitors that your website is secure which will increase conversions,
An SSL is also essential for search as without one your site may not be displayed in some browsers

- [ ] Make the call to action clear
- [ ] Make sure the Imagery is impactful?
- [ ] Display all prominent points clearly?
- [ ] Keep clickable elements & links obvious

Check Out

- [ ] Make it easy to buy
- [ ] Only ask for the info you need
- [ ] Ensure the Website has an SSL certificate
- [ ] Use a contact form not email address
- [ ] Minimize number of clicks to purchase
- [ ] Use secure providers such as Stripe or Paypal

Notes

Want to Learn More?

CONNECT WITH ME AND KEEP IN TOUCH

who am i

Just in case you have not met me before! I'm Naomi Gilmour, online marketing creative and website designer. I'm a digi geek, a stationary addict and a proud Mum of 2 girls and 2 crazy pets! I work with businesses just like yours to help you be super successful online. I believe that your website is the heart centre of your business online. When you have a website you love, it sets you free!... you are proud to share it with the world and it will really boost your business

website designs

I work with small businesses to help you transform your online presence. You can work with me in 3 ways...
1. I design bespoke WordPress websites that can grow with your business.(www.happyhearthq.com) 2. I also run the Web Design Academy where you can learn to build your very own bespoke WordPress website from scratch (www.thewebdesignacademy.co.uk) and 3. I am also the founder and chief creator of Jet Set Express Websites - Stunning WordPress Websites Templates with tutorials to get you online in no time! (www.jetsetwebsites.com)