



THE QUICK FIX GUIDE TO
GET MORE
TRAFFIC, LEADS, & RESULTS
OUT OF YOUR
WEBSITE



Introduction

Get the results you need from your website!

This is our hope for you. Like most businesses, you are probably distracted and overwhelmed by the possibilities of what your website can do or is supposed to do. It's true that your website is a valuable tool for attracting customers, gathering leads, providing awesome customer service, and growing your business.

It's also true that most businesses fail dismally in creating a successful website...

So here are five things you can do, in the next week, to start making your website better at getting the results you need...



1. Get Specific

For those of you who are not familiar with S.M.A.R.T. goals, they are Specific, Measurable, Actionable, Realistic and Time-bound. S.M.A.R.T. goals are part of an ideal that has been around for decades; create focus and clarity to increase productivity and stay focused.

All of this is made easier with today's tools for tracking website data so you and your business know exactly where you stand on your S.M.A.R.T. goals. In this section, we're going to focus on getting specific about your goals because that is usually the hardest part of the process.

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?

Who is your number one existing client?

The best way to find your number one existing 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 do they work in?

What is the size of the business?

What kind of products and services do they offer?

What are their business aspirations?

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. Imagine this website has been built specifically with you in mind.

Ask yourself these questions:

Does the language resonate with you? YES or NO

Are the images engaging to look at? YES or NO

Is the information relevant and interesting? YES or NO

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 then focus on just attracting more of them?

1. GET SPECIFIC

Action Item:

Review your website and list all of the changes to the text and images you need to make on your website so that it appeals to your #1 client.

Use the worksheet below to make notes



2. Get Action

Most business websites fail to achieve a measurable goal 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 inquiry, then you need to be explicit about asking them to take that action.

Have you ever been in a clothing store and an employee 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 store and asked them if you could join their VIP club? Never.

The point is: *if you don't ask, you don't get.*

If you visit our website at third-angle.com you will see a call-to-action at the bottom of every page encouraging visitors to download this ebook.

This simple action allows us to collect email addresses from potential new clients every day.



3. Get Found

It's no secret that millions of people are using Google every day to search for information and find answers to their questions. But it doesn't take magic or superpowers to get your website found on Google. The first thing you need to do is confirm your website is in the Google index. You need to figure out if Google can see and crawl your website's pages. In other words, is your website like Big Foot, mysterious and hard to find, or like Starbucks, well-known and everywhere?

To see if your website is in the Google index, type the following into the Google search engine: **site:yourdomainname.com**

Obviously replace "yourdomainname" with your actual website address.

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.

Action Item:

Watch Google's "Finding Your Site On Google" (visit: <https://goo.gl/EWiVP4>). Then make sure you are in the Google index so you can get found. If need be, instruct your current web developer to submit your site to Google for you.



4. Get Shared

This is the part that requires actual work. You've probably heard a thousand times that the key to getting shared on social media is to create engaging content. Let me use a real world example.

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 they can relate. So, if nobody is sharing your content on social media, then you need to create different content.

Ask yourself what 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 this one you are reading. The key is to make it as useful as possible to your number one client and make it easy for them to share.



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 every page of your website and you need to be reading your Google Analytics reports regularly to understand how your audience is responding to you.

Google offers a free online course that shows you how to get started and understand your Google analytics: <https://goo.gl/JEITpj>

If your business doesn't have a Google analytics account yet, sign up for one so you can take advantage of these statistics.

Action Item:

Make sure Google Analytics is installed on your website and that you can access the reports to read regularly.



Conclusion

The Internet provides business owners with huge opportunities to connect with new clients and better service 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 on how your website is performing for your business.





Gain Clarity. Get Focused. And Take This to the Next Level.

If you are serious about improving your business' website, and want to know how you stand against your competition, then check out our offer.

1-Hour Website Accelerator Session:

- We will evaluate your current website performance and how it stands against competitors.
- Review the crucial pieces that would help launch your business ahead of the competition.
- Develop a plan for taking massive action to fast-track your results.

This session is designed to help refocus your efforts, save endless amounts of time, and thousands of dollars in failed marketing attempts. So if you are serious and prepared to roll up your sleeves we can help you get more out of your business website.

Go to
third-angle.com/website-session
to start the process and get more results from your business website.