

# Action Items Download

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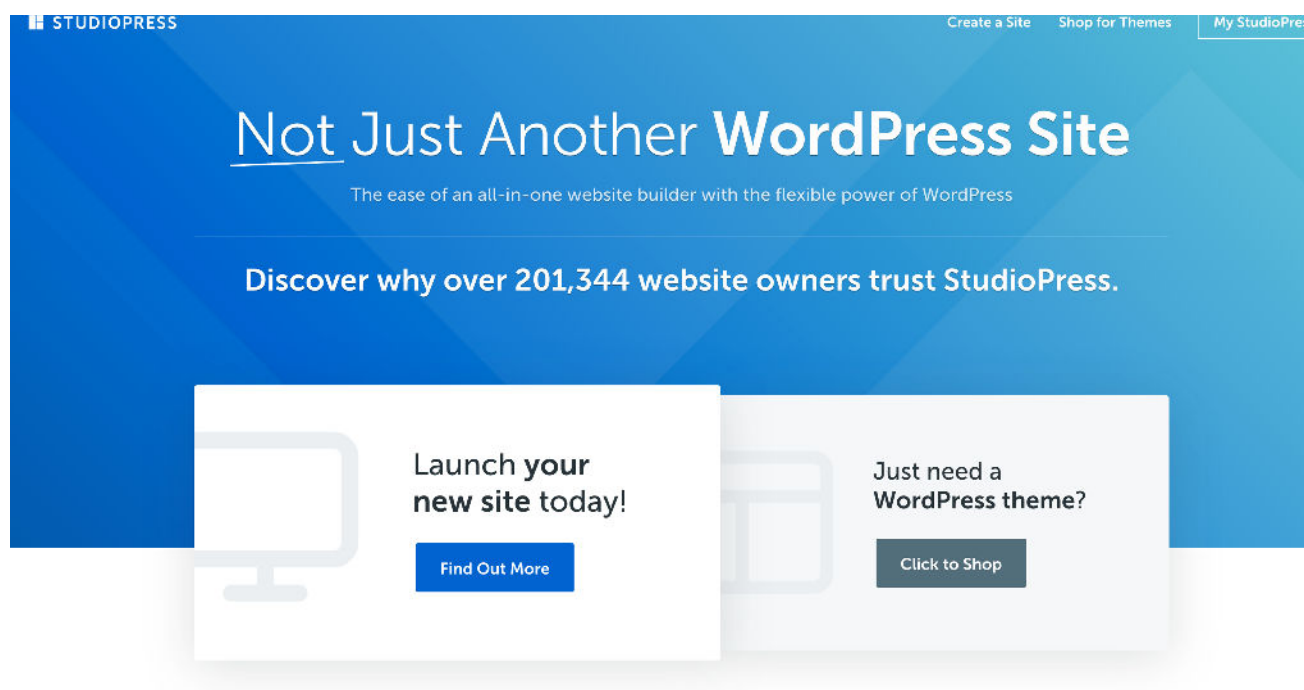
These Action Items  
Accompany the Audio Book  
“Fix Your Website  
With These 5 Things  
Starting NOW  
To Grow  
Your Business”

## Introduction

Thank you for downloading the audio book, ***“Fix Your Website With These 5 Things Starting NOW To Grow Your Business.”*** Here is the action items download mentioned in the book.

Remember, making small changes to your website can make a big change in your business.

Here is the graphic mentioned in the eBook for an example of a great Call to Action with [StudioPress](#):



Enjoy working on the action items. Get started TODAY!

### All Action Items

Save this last section to get to work on your actionable items TODAY! Set a date you intend to complete this work on your site: \_\_\_\_\_

#### 1. Get Specific



- Identify who** your perfect avatar is, describing what pains he or she may have. Use this link to create your avatar, then print out the resulting page so you can refer to it when checking your website for content and when writing content to be shared:

>>> <http://www.kissyourweb.com/avatar-questionnaire/>

- Identify what** your business will provide your avatar to address those pains.

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- List all of the changes** to the text and images you need to make on your website so that it appeals to your perfect avatar(s).

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## 2. Get Action



- Identify the action you want your website visitors to take** and make sure it is clear, consistent and obvious on every page throughout your site. If it's not, list the actions you need to take to make it happen - what needs to be changed?

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## 3. Get Found



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

- Check that your site is in the Google index** by typing in your own site domain in Google's URL field (where you would normally type any domain name) using this example:

**site:yourdomainname.com**

- Watch this YouTube video** to learn how to add your site to Google's index if it's not already indexed:

>>> [https://www.youtube.com/watch?feature=player\\_embedded&v=uNZJMZ0hi1Y#t=13](https://www.youtube.com/watch?feature=player_embedded&v=uNZJMZ0hi1Y#t=13)

- After clicking the above link to the YouTube video, **go to the description field's "read more" section** to find some great links to get you started.
- Add your site to the index** using the steps listed in the video if your site is not already indexed. Instruct your web developer to submit your site to Google for you, if you're not sure how to do it.

## 4. Get Shared



- Read the article by Derek Halpern:

>>> <https://socialtriggers.com/craft-contagious-content/>

- Create one piece of content that's relevant to your specific avatar and post it to your website as an article, blog post or eBook.

## 5. Get Better



- Make sure **Google Analytics is installed** on your website.
- Learn how to install **Google Analytics** on your website by clicking the link below if it's not already installed:

>>> <https://support.google.com/analytics/answer/1008080?hl=en>

- Learn how to access the analytics reports and read them every week.

## Bonus Tip. Get Mobile



- Click on the link below to find out *if* your site is mobile friendly.

>>> <https://search.google.com/search-console/mobile-friendly>

- If your site is not mobile-friendly, contact [my preferred mobile website designer](#) and tell him "Sandi sent me".



## *What I Can Do for YOU!*

**Work with Me One-on-One:** If you need help and want quick results growing your business, work with me as your **Digital Marketing Strategist!** Get started by [Clicking Here](#).

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I wish you the very best!

Dr. Sandi Eveleth

**Digital Marketing Strategist**

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