

Fix Your Website
With These 5 Things
Starting NOW
To Grow
Your Business

Dr. Sandi Eveleth

How to leverage your website
to get leads
and increase your bottom line.

Disclaimer

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Note: there are affiliate links for products I use and love contained in this eBook. I receive a small commission if you purchase the product through my link, but you do not spend more on the product because of this.

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About the Author



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Dr. Sandi Eveleth gets up every morning to share knowledge and solve problems in order to help others reach their greatest potential and fulfill their purpose, so that they may then enrich the lives of others.

Sandi founded **KISS your Web, LLC** (KISS stands for *Keeping Internet Solutions Simple*) in 2009 as a web design and digital marketing firm after owning successful optometric practices for 19 years. After working with business owners, it became obvious that she had to spend just as much time helping them develop their digital marketing strategies as she did in designing their websites. Many clients believed they could throw up a website and get results, without any extra work. Even more importantly, they believed that their websites would automatically convert website visitors into customers.

The Internet is so overcrowded with industry “experts”, that converting visitors to buyers is almost impossible without strategic digital marketing. Sandi has a passion for helping business owners position themselves in their own industries as THE AUTHORITY through teaching them how to: optimize their websites, drive traffic to their sites, use social media to build relationships, and turn visitors into customers.

KISS your Web, LLC has evolved into a digital marketing strategy company that provides online educational resources and consulting services to help small to medium-sized business owners grow their companies.

Sandi holds a Doctor of Optometry degree from the New England College of Optometry, where she was the Valedictorian, and a Bachelor of Science degree from Boston College. She’s also a Certified Digital Business Consultant from WP Elevation.

Testimonials

"Recently had a phone consult with Sandi. She is extremely knowledgeable and full of great ideas. I can't wait to implement some of the things we discussed and am confident that my business will grow to new heights as a result of her advice."

~Dr. Brandon Walley, Optometrist

"... Sandi displayed all of the required technical skills and understanding for website development and optimization. She also showed her ability to easily grasp the various nuances of her customer's business ..."

~Jim Montague

"...Sandi is creative, she works efficiently, she is very cost conscious, and she is driven to meet deadlines. All of the above traits serve to provide outstanding results. Therefore, I highly recommend Sandi for website development and optimization."

~Tom Balistreri, Business Consultant

"... Knowing Sandi & her background, I was so relieved and I knew she was the perfect person for the job. I could trust her and her ability in understanding medical terminology and her gift of keeping things "KISS" simple was truly a bonus!"

~Laurie Krause, for Dr. Eric Gerken, Chiropractor

"... Sandi was easy to work with, very professional and incredibly talented. She took the vision I had in my mind and made it ten times better! I recommend her highly!"

~Vanessa Serra, for Dr. Jorge Serra, Internal Medicine

"... She has a customer friendly, easy going personality."

~Dr. Anthony Pedela

"Thanks for all your help with my website, Sandi. You are fabulous!"

~Dr. Pamela Gerali

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Welcome

Hi, my name is Dr. Sandi Eveleth, founder of KISS your Web, LLC. I'd like to thank you for downloading this eBook entitled "***Fix Your Website with These 5 Things Starting NOW to Grow Your Business***".

You're about to discover some of the secrets that many web design and online marketing pros use to **attract more customers with their websites to improve their businesses and make more money.**

You'll start thinking about important questions that many small to medium-sized business owners never learn. Answering these questions thoughtfully and thoroughly will help you beat your competition. They include:

- **What are the attributes of your most profitable customers?** For example, how old are they? Where do they live? Where do they shop?
- **Do you know what action you want your website visitors to take** and have you made sure it is clear, consistent and obvious on every page of your site?
- **Can the most profitable leads find your site?** Do you know how to check?
- How do you create **website content so that it gets shared on social media?**
- How do you **measure the success of your website?**

As a web designer for almost a decade, I redesigned websites and taught customers how simple fixes to their sites could attract 1,000's more **customers**. Their websites were stagnant, **which led to significant losses in revenue.**

It is my goal to prevent you from losing any more money this way. I know you certainly don't want to lose more money, especially if you can easily fix the problems.

Now that you know what you're going to learn, let's roll up our sleeves and dive right in!

Enjoy!

Dr. Sandi Eveleth

Digital Marketing Strategist

KISSyourWeb.com

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Introduction

Stop wasting time on the Internet!

This is my hope for you. Like many business owners, you're probably overwhelmed by the thought of how to drive people to your website and then convert them into customers. It is true that the Internet is a game changing tool for collecting leads, getting customers, and growing a business.

It is also true that many businesses avoid investing in strategic website marketing.

So, here are **5 things you can do starting now** to get your business moving in the right direction. Please take advantage of the action items at the end of each section.



1. Get Specific

Your two most important goals should be to: 1) clearly define **who** it is you're trying to reach; and 2) clearly define **what** it is you're going to provide them - what problem (or pain point) you are going to solve. Often, businesses fail at defining at least one of these, if not both!

Ask yourself this question: *If you could have 10 new customers today, but they all had to be a clone of one of your favorite, loyal, existing customers, who would that customer be?*

The best way to find that existing customer is to identify which type yields the most revenue, gives you the least amount of grief, is a joy to work with, refers you new business and pays on time.



Once you have identified this perfect customer, or "avatar" as we in the online business industry like to call him or her, **ask yourself specific questions such as what is his or her:** occupation/industry, significant other and his/her occupation/industry, number of children (if any), typical daily lifestyle, and the **pain points you're trying to address?**

If you would like to use an online tool to create your avatar, click on the link below. **It**

will shape the content of your website and the bulk of your digital marketing strategy.

NOTE: You may find that you have 2 to 3 different market segments that contain very different avatars. For example, you may be a chiropractor that defines 2 major perfect avatars: a male that suffers from a worker's compensation accident and needs frequent hands-on chiropractic care and a female that purchases online health supplements from your online store. In this instance, take time to use the exercise in the online link listed below, for each avatar.

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

If you're just starting out, don't fret. You can make up your perfect avatar using the same criteria and link above. Just ask yourself, ***“who would I really like to work with on a daily basis that I know would love my product or service because it addresses a specific pain”*** and then ask, ***“what value can I bring to 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 that perfect avatar**. Imagine that this website has been built specifically for you. Then,

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, interesting, and consistent?
- Is the information solving my pain or problem?

Your website should be built for your avatar. If you have identified who your perfect avatar is, doesn't it make sense to then focus on attracting more of them?

Action Items:

- Identify who** your perfect avatar is, describing what “pains” he or she may have. Use this link to create your avatar:

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

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

- 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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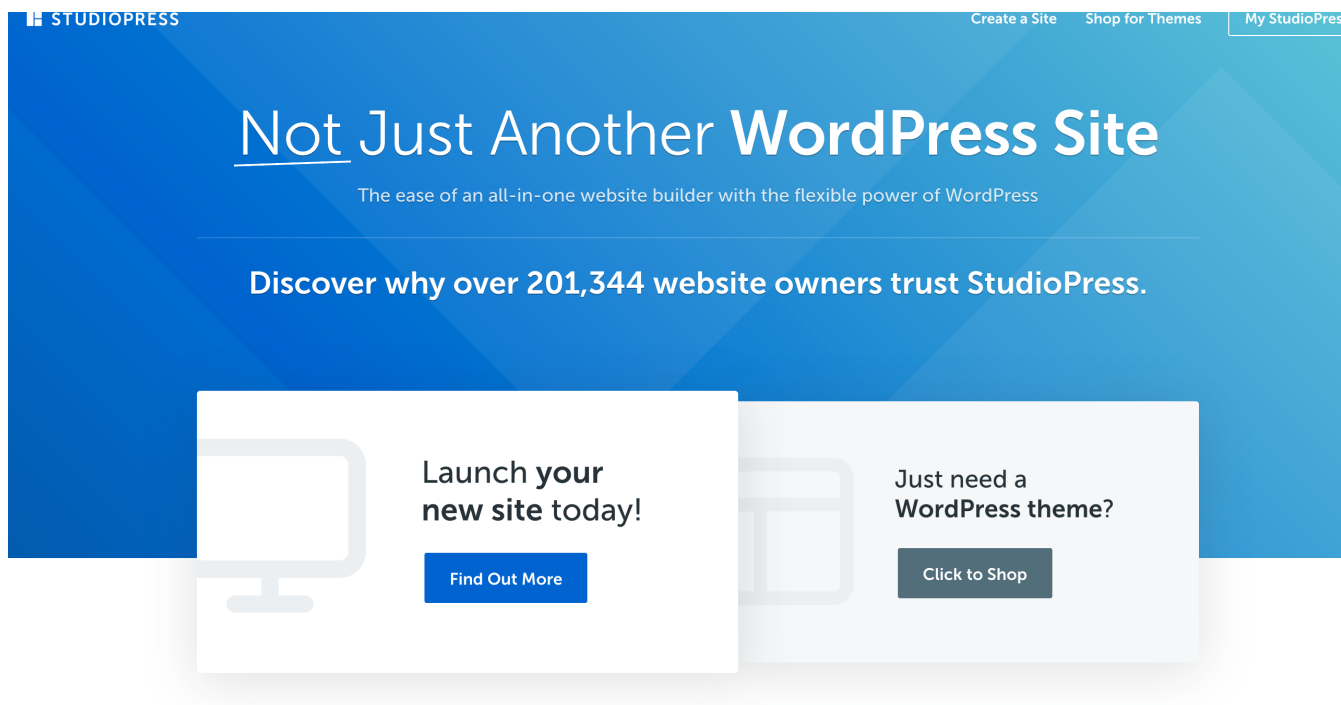
[Click Here to sign up for a 60 Minute Digital Marketing Strategy Session.](#)

2. Get Action

Many websites fail because they don't ask the user to take action.

If the goal of your website is to encourage potential new customers to pick up the phone, email you with an inquiry, or buy a product directly from your site, then you need to be explicit about asking them to do just that. The marketing lingo for this is a “**Call to Action**”. Do you have a call to action on your home page? On every page?

Below is a great example of one of my favorite companies, [StudioPress](#) and its calls to action.



The screenshot shows the StudioPress website home page. At the top left is the StudioPress logo. At the top right are links for "Create a Site", "Shop for Themes", and "My StudioPress". The main heading is "Not Just Another WordPress Site" with the subtext "The ease of an all-in-one website builder with the flexible power of WordPress". Below this is a statement: "Discover why over 201,344 website owners trust StudioPress." Two call-to-action boxes are highlighted: one on the left with the text "Launch your new site today!" and a "Find Out More" button, and one on the right with the text "Just need a WordPress theme?" and a "Click to Shop" button.

You can see in this screenshot taken from their home page that they have 2 calls to action as depicted by the 2 boxes and “clickable” buttons.

If you visit my website at [KISSyourWeb.com](#), you will see a form on the sidebar or at the bottom of every page encouraging visitors to download this (or some other) free eBook. This simple action allows me to collect email addresses from potential new customers every day, even while I sleep, which may lead to more sales. This helps me build a relationship with my site visitors through an email marketing campaign.

Action Items:

- 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.

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3. Get Found



It's no secret that millions of people are using 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 **Google's index**. Don't assume your web designer automatically did this for you. You can check in a matter of seconds.

To find out if your site is indexed, type the following into Google's search engine to see if your website is in the index:

site:yourdomainname.com

Be sure to replace "yourdomainname" with your actual website address. For example, if I want to make sure my website is in Google's index, I would type this into Google:

site:kissyourweb.com

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

>>> https://www.youtube.com/watch?feature=player_embedded&v=uNZJMZ0hi1Y#t=13

Action Items:

- Make sure you're in the Google index** so you can get found.
- 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. Instruct your web developer to submit your site to Google for you, if you're not sure how to do it.

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4. Get Shared

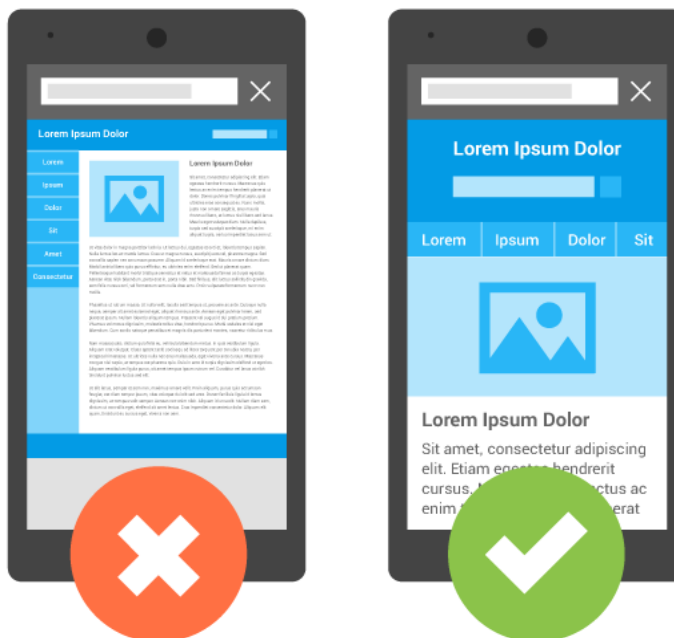


This is the part that requires you to roll up your sleeves. You may know that **the key to getting people to listen to you, is having an interesting message that impacts them directly.** You may also know that people tend to share important news. The same principle holds true on the Internet.



You can use your website as a platform for providing advice and tips to your potential customers (your avatar). You can do this in a variety of ways. One common way is to simply post a weekly feature article in a specific section on your website. Other more advanced methods are setting up a blog, or adding a free eBook just like the one you're reading. These strategies afford you the opportunity to showcase your unique industry expertise. In general, the best content is that which serves your avatar the most and motivates him or her to share it on social media.

The key is to create engaging, relevant content that is useful to your specific avatar and **make it easy**



for her or him to share it.

People share things on social media **based on how it is going to make them look to their peers.** So, if nobody is sharing your content on social media, then you need to create different content. It's that simple!

One of the best articles I've read on creating "**viral**" **content** (content that is shared the most) is by a well known Internet Marketer, Derek Halpern with Social Triggers. Read it here:

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

Ask yourself what you could create that your avatar would be interested in sharing with their peers.

There are tons of high quality resources that teach you how to share great content online. In fact, **keep an eye on your inbox for my tips on how to share great content to attract customers.**

Action Items:

- 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.

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5. Get Better

The only way to gauge your online activities is to measure what you're doing over time. Luckily, Google provides an amazing free tool to track how visitors are behaving on your website. **Google analytics**

should be installed on every page of your website and you need to read your Google analytics reports **once a week**. This will allow you to understand how your audience is responding to you and what content is getting shared regularly.

Google Analytics
Anywhere. Anytime.



Here is a free video from WP Beginner to get you started with Google analytics, if your site is located on WordPress:

>>> <http://www.wpbeginner.com/beginners-guide/how-to-install-google-analytics-in-wordpress/>

And, for those who don't have a WordPress site, click on the following link:

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

Action Items:

- Make sure Google analytics is installed** on your website.
- Make sure that you can access the reports** and read them every week.

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Bonus Tip. Get Mobile



I had to add this bonus tip as your final website fix because it is a key solution to growing your business online. **Your website must “get mobile”**. You can no longer beat the competition without having a mobile-friendly site.

Here's why:

- **Everyone is on mobile devices!** Think about it, how many times have you picked up your smartphone today to do something other than make a phone call? According to the latest statistics, 80% of all online users access the Internet from their phones.¹ That's about 1.2 billion people accessing the web from their phones.
- **Mobile users buy more.** Mobile users tend to be more spontaneous with their purchases. If you have products to sell online, or offer discounts online for in-store products, and if your site is mobile-optimized, you are more likely to make extra money. It's as simple as that!
Here's another interesting statistic: 30% of mobile shoppers will abandon a purchasing transaction if the experience is not optimized for a mobile device.² How fantastic would it be if you could increase sales by 30% simply by having your site mobile-optimized?
- **Google favors mobile responsiveness.** Your site will actually be penalized by Google if it is not optimized for mobile devices. This means that if someone searches for products or services you sell, your site may not show up on Google's search page. Only your competitors who are mobile ready will show up on the first page of Google.
- **People will share companies that have mobile sites more often.** You've already learned how important it is to create good content on your website that others will want to share on social media in the “Get Shared” section. It's also necessary to create a mobile-optimized website so others can easily share them on their mobile devices.

Action Items:

- ☑ Now that you understand the importance of why you must have a website that's optimized for mobile devices, **click on the link below to find out *if your site is mobile friendly***.

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

¹ smartinsights.com mobile marketing insights

² MoPowered

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

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Conclusion

CONGRATULATIONS! You've completed "***Fix Your Website With These 5 Things Starting NOW To Grow Your Business***".

The Internet provides business owners with many opportunities to connect with new customers and better serve existing customers. This eBook gives you actionable steps that make a real difference in your business in a short amount of time.

This is **just the tip of the iceberg** when it comes to knowing how to attract more customers to your website without spending much time or money!

For more exciting resources to help you take your business to the next level, **go to the More Bonuses section on page 16**.

To help you get to work right NOW, I've combined ALL of the Action Items into one handy section starting on page 23.

One last thing! You'll receive helpful digital marketing strategy tips from me as a subscriber to my email list.

Have a great day and start taking action NOW!

Kind regards,

Dr. Sandi Eveleth

Digital Marketing Strategist

[Contact me for help or if you have any questions about growing your business.](#)

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More Bonuses

Helpful Resources - Digital Marketing Courses, Software, Books, and More!

For all of you “DIYers”, check out these online digital marketing resources. Some are fee-based, and many are free.

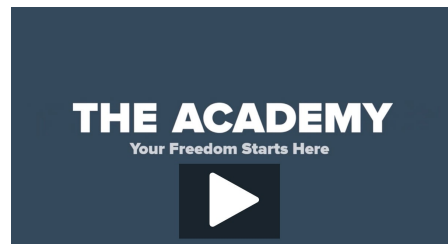
- **Sales Funnels to Make More Sales Course – [Click here to get FunnelU](#)**



This is one of the most comprehensive online courses on how to create sales funnels to convert your website or landing page visitors into customers. Russell Brunson has made **millions of dollars online** (for both digital products and physical products and services) **by using sales funnels for over a decade**. He gives you his step-by-step process and exact samples of what he used without you having to waste time doing the research.

- **Start a Business Online Course – [Click here to get the Internet Business Mastery Academy](#)**

If you would like to **learn how to start a business online** to make extra money or to use the concepts on how to grow your offline business with online marketing techniques, this is the course for you. It has a fantastic format and makes it easy for you to follow step-by-step lessons without feeling overwhelmed. Inside you'll find lots of bonus resources to get you started.



- **Being Great on Camera Course - [Click here to get the Being Great on Camera Course](#)**



Larry Becker is a world renowned leader in the photography, videography, and speaking industries. He's been associated with companies like Photoshop World, Adobe, and B&H Photo. Larry created this course to **teach “DIY” small business owners how to create videos to grow their businesses** by garnering trust in potential customers and clients.

- **7 Powerful Video Lessons – [Click here to get the 7 Powerful Video Lessons](#)**

This is a great mini-course on **learning how to create your first business video to help market your business online**. You'll even get a script and template to jump start your welcome video, insider tips on how to present yourself on camera, recommendations on the best gear and setup to use, how to edit your video and more.



• **Funnel Scripts Software** – [Click here to get Funnel Scripts](#)

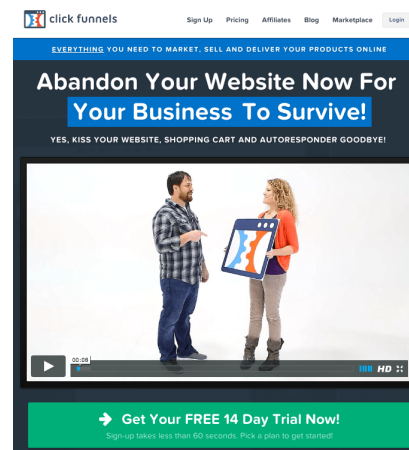
Funnel Scripts takes the work and fear out of writing the copy for any of your sales pieces. You'll be able to write customized scripts for your sales letters, website copy, webinars, email subject lines, and lead generation funnels in about 10 minutes. I guarantee **it will save you SO MUCH TIME!** I use this software for website content, sales letters, content on my sales funnels and even content for my eBooks. This is one of the best valued software products on the market to help you write content.



• **ClickFunnels™ Software** – [Click here to get a FREE 14-day Trial of ClickFunnels™](#)

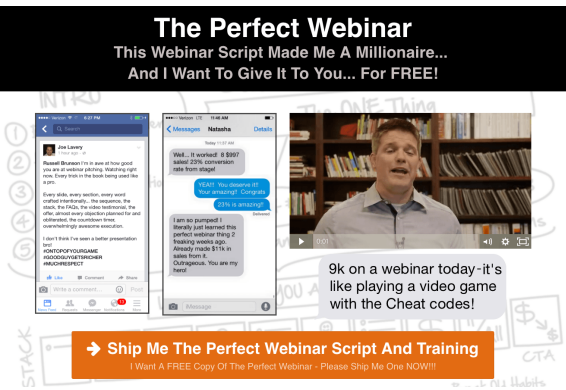
Tony Robbins uses this software for his online sales funnels. You **KNOW** if Tony uses it, he's researched the best of the best and decided that ClickFunnels™ was the winner!

Clickfunnels™ is a software suite that allows you to create an entire online presence without needing a separate website. Whether you sell physical products, digital downloads, coaching services, direct sales marketing products, real estate services, healthcare services and more, Clickfunnels™ offers a fast and easy way to get your products and services online. **It's an all-in-one product that gives you everything you'll need to succeed in starting and growing your business online.** You just have to “plug and play” your own information.



• **The Perfect Webinar Script** – [Click here to get The Perfect Webinar Script](#)

The Perfect Webinar is **the script that Russell Brunson has used to make him millions of dollars online.** After over a decade of trial and error, learning from the masters and honing his skills, Russell has developed the perfect webinar script to use every time he runs a webinar. He also uses this script when he presents live seminars or any other type of presentation. It's the same script he gives his students. Along with the webinar script, he'll send you **free training** to teach you how to use the script. The script can be used for selling any type of product or service.



• **FREE Funnels** – [Click here to get your FREE Funnels](#)

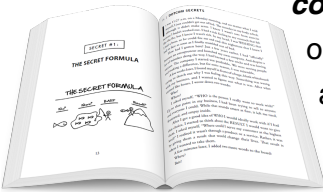
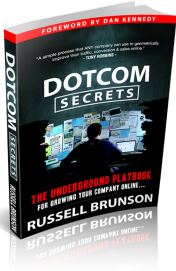
If you're in one of the following industries and would like to jumpstart your sales using ClickFunnels™, **you can have a “made-for-you” funnel ready to launch.**



- Health industry selling supplements
- Author
- High-ticket Coaching

• **DotCom Secrets Book** – [Click here to get your FREE DotCom Secrets Book](#)

You only have to pay for shipping and handling to get this oh-so-awesome book. This is one of my all-time favorite resources on **how to increase traffic to your website, how to increase conversions** from people who just find your site to people who take action on your site, and **how to increase your sales online**. It's packed with the author's tips on how he has made millions of dollars online. He teaches you how to find the right market segment and then to convert website visitors into buyers. **This is a FREE (+ shipping) offer** and is an unbelievable deal – don't buy any other book on growing your business online! Get this one for free.



• **Expert Secrets Book** – [Click here to get your FREE Expert Secrets Book](#)

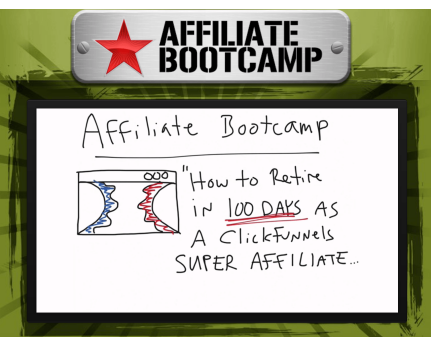
Russell Brunson has written this fantastic book, which builds on his first book, DotCom Secrets. It is **“the underground playbook for creating a Mass Movement of people who will PAY FOR YOUR ADVICE”**. He provides clear steps that are easy to implement that will position you as an expert in your industry. Russell saves you time by giving you what works and what doesn't. You'll learn how to find your own voice, be confident, create your own mass movement, and use the right tools to get the message out to your audience. Russell IS a true Expert. **This is also a FREE (+ shipping) offer. Don't wait!** Learn how to create a mass movement so you can help change the world, just like Russell.



• **ABC - Affiliate Bootcamp Course** – [Click here to get your FREE Affiliate BootCamp Course](#)

This is one of the most comprehensive courses I've taken on **how to build an entire business around affiliate marketing** (making money by promoting other companies'

products). The course used to sell for \$997, but is now FREE! It's based on the philosophy of the DotCom Secrets book above, but goes into great detail with lots of videos, downloadable worksheets, and action steps. The instructors take you by the hand and truly want you to learn how to create a trusted, legitimate business without having to create your own products. They show you “how To Retire In 100 Days As A ClickFunnels™ Super Affiliate...” What I've discovered is that it will teach you how to build any type of online business, whether you're selling affiliate products or your own products.



- **10 Tools to Help Any Business Do Your First Pro-Looking Video In House** – [Click here to get your FREE course to create better-looking business videos](#)

This is a free course that will guide you in what tools you'll need to create your first professional-looking video to help sell your products and services. As you know, people connect much better with people than they do some corporate logo on a website. Larry Becker is a well-known speaker and instructor in the "Do it Yourself" video industry. He offers many courses on creating your own videos to help grow your business online.

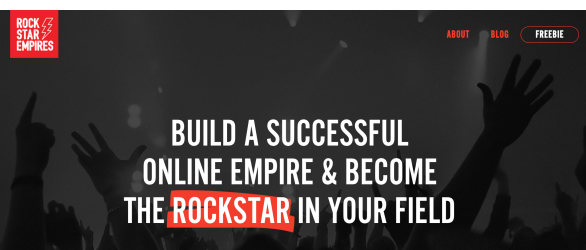
Every Business Can Sell More with Simple Videos YOU Create In-House!

This free video covers 10 Tools to Help Any Business Do Your First Pro-Looking Video In House. Without hiring a production crew or using outside resources. You can do this!!

YOU WILL LEARN...



- **Rockstar Empires Course** – [Click here to get your Rockstar Empires Course](#)



Selling courses online has become a multi billion-dollar industry. With the Rockstar Empires course, ***you'll learn how to turn your knowledge into an online course to create "automatic"***

revenue. You'll also learn how to build an audience of raving fans and use the Internet to automate parts of your business so you can free up your work week. Troy Dean and Kristina Romero developed

this course using the exact same method they teach you to develop your course. In other words, they walk the talk! Why not tap into the millions of people taking online courses so you can make money while you sleep?

- **Mobile Web Design Company** – [Click here to contact my preferred mobile website designer](#)

As mentioned earlier in this eBook, it is no longer an option to ignore optimizing your site for mobile devices. Get your site mobile-optimized.

Blogs

- [Social Triggers](#) – Derek Halpern knows how to build businesses. He has built many successful websites including one which attracted more than 1,000,000 hits in a single day! He KNOWS how to drive traffic to websites.
- [Copyblogger](#) – This is one of the best sites for learning how to build your authority online using content marketing. It is imperative these days that you become an authority in your industry. Copyblogger will teach you how to do this.
- [WP Beginner](#) – If your website is on WordPress, this is an excellent site to learn more about how to customize your site, best practices for maintaining and fixing any issues on your site, great

plugins to add functionality to your site, and more. Stay up to date on what's new in the WordPress community by following their blog.

- [Social Media Examiner](#) – This is one of the best blogs for learning as much as you can in a short period of time about how to market your business using social media. The founder, Michael Stelzner, has created the most comprehensive and enjoyable annual events called [Social Media Marketing World](#). The networking alone is worth the price of admission, but the knowledge you will gain is phenomenal.
- [Neil Patel](#) – Neil is one of the most prolific online marketers and has the case studies to back up his claims. He was one of the youngest entrepreneurs to build multiple million dollar businesses. You'll want to learn how he did this!
- [John Lee Dumas' Entrepreneur On Fire](#) – If you're interested in starting a Podcast, John has built one of the largest companies on how to start one, market and grow it, and ultimately monetize it.
- [Facebook™ Ads](#) – Go to the source when you want to learn how to create Facebook™ Ads. Explore this page to learn what Facebook™ recommends in terms of creating ads that will drive traffic to your offers. Paid advertising is the fastest way to gain customers that may otherwise never see your company.
- [KISSmetrics](#) – KISSmetrics (and its accompanying blog) is a great site to learn about measuring your site's analytics and conversions.

Tools – Improve your Website with these Tools

- [Moz's Beginners Guide to SEO](#) – This is one of the most comprehensive guides for beginners to learn about *Search Engine Optimization*, or *SEO*. I highly recommend reading this to get a good handle on how to optimize your content so that search engines will find your website and other marketing platforms more easily. The products listed on the [Moz site](#) are great tools to help drive customers to your website and/or bricks and mortar business.
- [Google Analytics](#) – As previously discussed in this book, opening an analytics account and installing it on your site is imperative because if you can't measure it, you can't improve it!

- [Pingdom](#) – How fast your website loads can drastically affect whether customers buy from you and whether they even find you. Test how quickly your website loads by using this tool. The results may surprise you. Also, you'll get a comprehensive report within minutes that tells you (or have your web developer) how to speed up your site.
- [Similar Web](#) – This is a great tool to find out what your competition is doing to market themselves. You'll gain tremendous analytics and insight on how to do the same for yourself.

11 Essential Ingredients Every Blog Post Needs [Infographic]

If you like infographics, get [content marketing advice](#) that works from [Copyblogger](#) and [get the link to an awesome infographic by clicking here](#).

1. Craft a magnetic headline.
2. Open with a bang.
3. Use persuasive words.
4. Write damn good sentences.
5. Insert killer bullet points.
6. Create exquisite subheads.
7. Tell a seductive story.
8. Keep attention with internal cliffhangers.
9. Choose an arresting image.
10. Close in style.
11. Be authentic.

To read specific articles on each of these points, visit [Copyblogger/11ingredients](#).

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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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- KISSyourWeb.com/blog – Head on over to my blog for articles on growing your business through online and offline marketing, networking, and more. There are resources galore!

I wish you the very best!

Dr. Sandi Eveleth

Digital Marketing Strategist

KISSyourWeb.com

Don't forget to use the following section to start working on your Action Items NOW!

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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.

- 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).

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?

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

- 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".

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