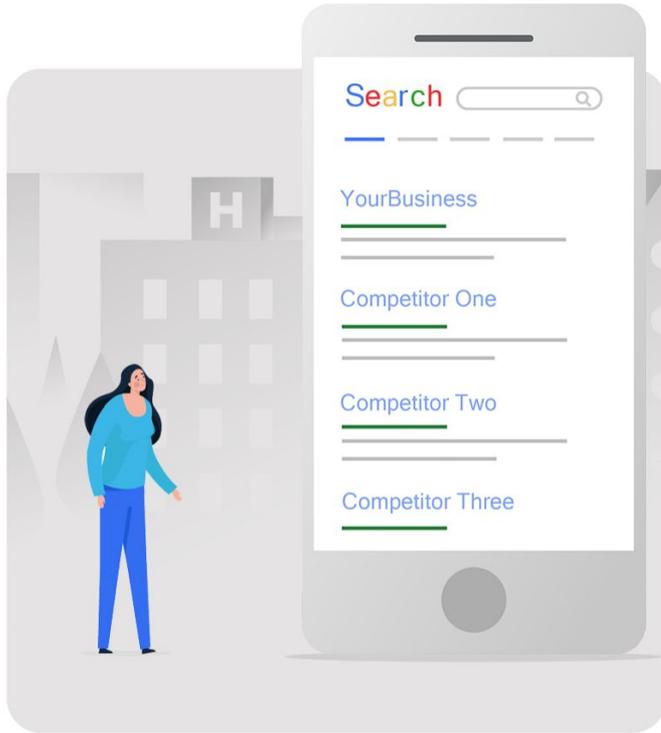




# How to build a website which drives revenue

Well-designed websites are about turning visitors to customers as easily and quickly as possible. Good looks are merely a formality.

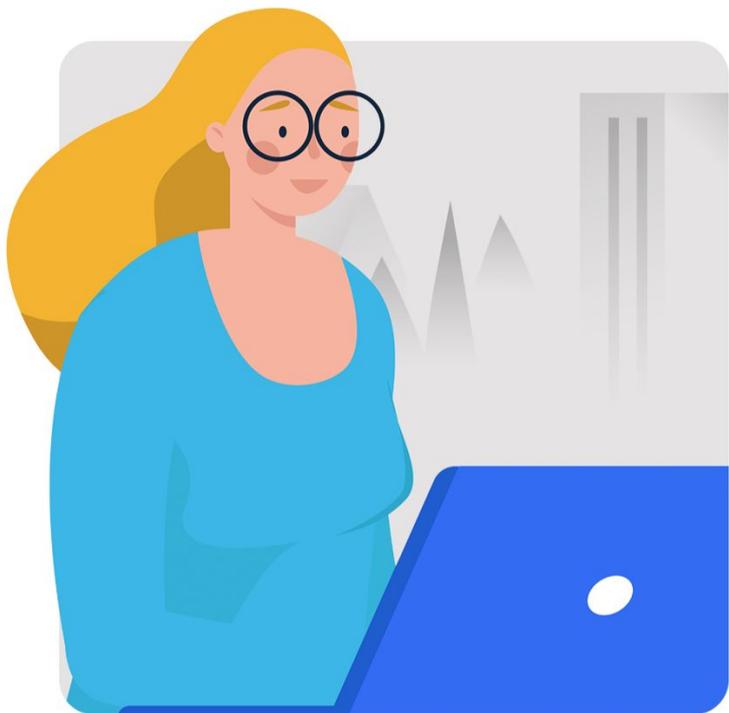


## More pages, more traffic

Search engine optimization, also known as SEO, is one of the most important aspects of the online world. It is how, in the modern world, businesses get attention from the thousands of others on search-engines like Google. Technically, SEO is free, and it can be a significant part of a business' success both online and offline. Most aim for the top 3 organic positions in SEO - they make up about 65% of the traffic for any given term.

Best practice when creating your website is to research which search terms you want to target first. From this, you can decide what pages to create, what content to write about, and the placement of pages relative to each-other. This is all necessary if you want a website that pulls in customers itself, helping you make money whilst you sleep!

Creating multiple landing pages to target the same topic or service, can be very rewarding. The more you target a keyword, the more likely you are to have a higher ranking on it. If you don't know how to find keywords, consider using [UberSuggest](#) or [Spyfu](#) to take a look at the keywords of your competitors. SEO, if done correctly, can be a great return on investment.

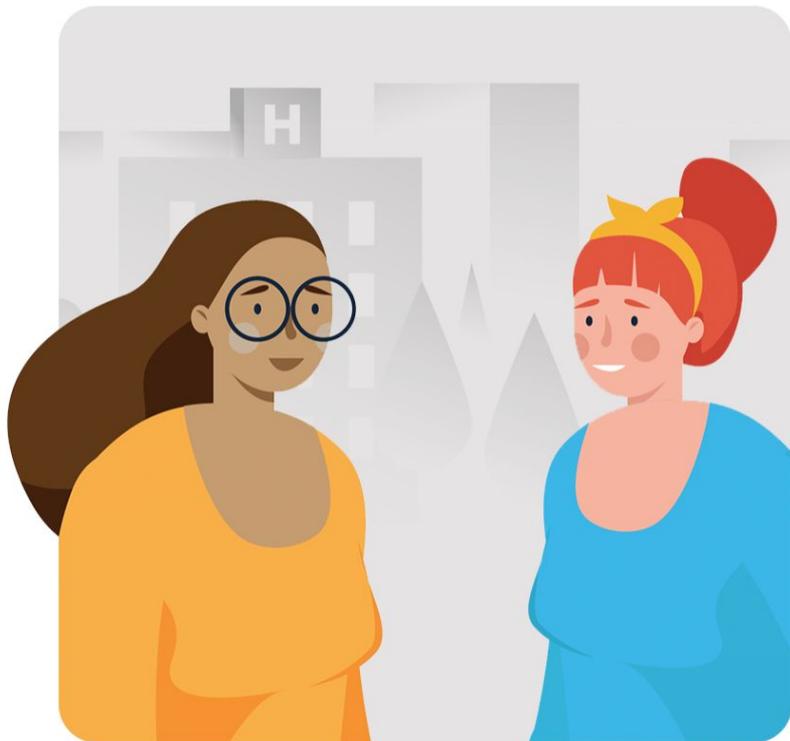


## We buy based on emotions, even the ones who won't admit it

Human beings are an emotional bunch. That is why, even when it comes to deciding on purchasing a service product, we often decide based on our emotions. Things like if we trust the brand, how we feel about them and whether we like the person selling the product or service. To appeal to a customer's emotions correctly, we use [branding workshops](#) where we essentially interview our clients about the fears and motivations of *their* customers. By identifying these things, you can then strategise how to meet their needs.

Why should they trust you? Are you competent at what you're selling? What comes with the product and how will it make your customer feel? These are all questions that, while they may seem obvious, are not addressed by most businesses. It is important to answer these questions for your customers, and embed them throughout your website seamlessly.

Rather than be the copycat of everyone's business page, make yours unique and **true to your voice**. This will evoke emotion from people.



## 03 ABOUT

Introducing yourself on the internet isn't as hard as it is at parties.

Did you know that the 'About' page on any website is often the 3rd most visited page on a website after the home and contact page. People want to get to know other people. We are a relational bunch, and when it comes to putting our money in something we believe in, we often want to support brands that we know and trust.

This is why you must have an 'About' page that shares company insights like your **purpose, beliefs, approach**, your **unique story** and **how your offerings are different from others**. Let people get to know you and they're more likely to buy.



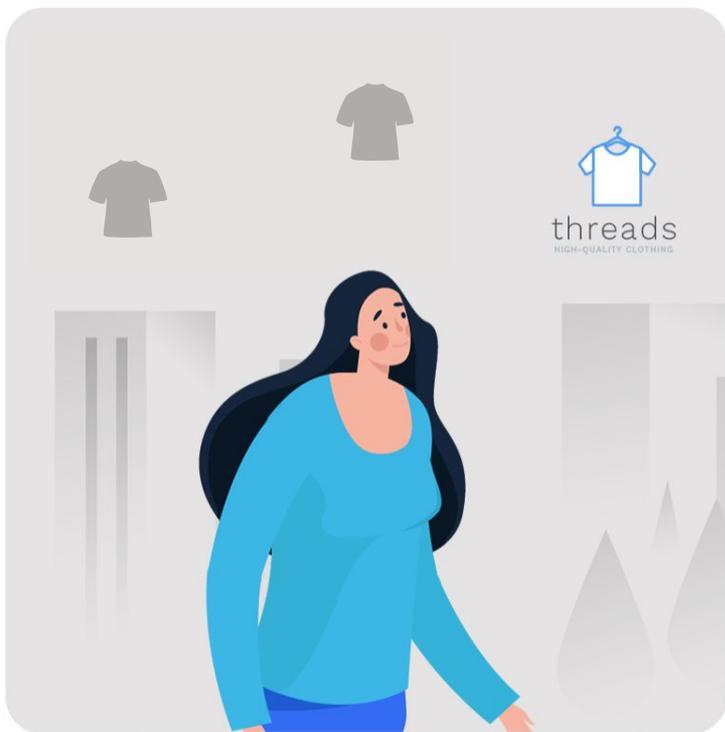
## 04 BLOG

# Eat, sleep, blog.

A blog can be a useful, fun way to increase your website visitors and rank higher on Google. Actively producing blogs, with fresh content, increases the size of your website, giving Google more search terms to rank you on. And if you're showing more on Google, it increases the chances of potential customers interacting with your brand.

Google also loves seeing fresh, new content updated regularly. They want to provide their users with relevant, up to date material, so they often see you as more favorable based on the amount of new published material you put out.

Once you've hooked people into reading your blog, this is the perfect time to subtly advertise your businesses **core values**, **successes** and **case-studies** within the text. Blogging 3-4 times a week, at a word count of **1k-1.5k**, can greatly improve your Google ranking. If you're having trouble thinking of content ideas, visit [AnswerThePublic](#) or [Google Trends](#), or give us a shout and we'll do all the hard-work for you!



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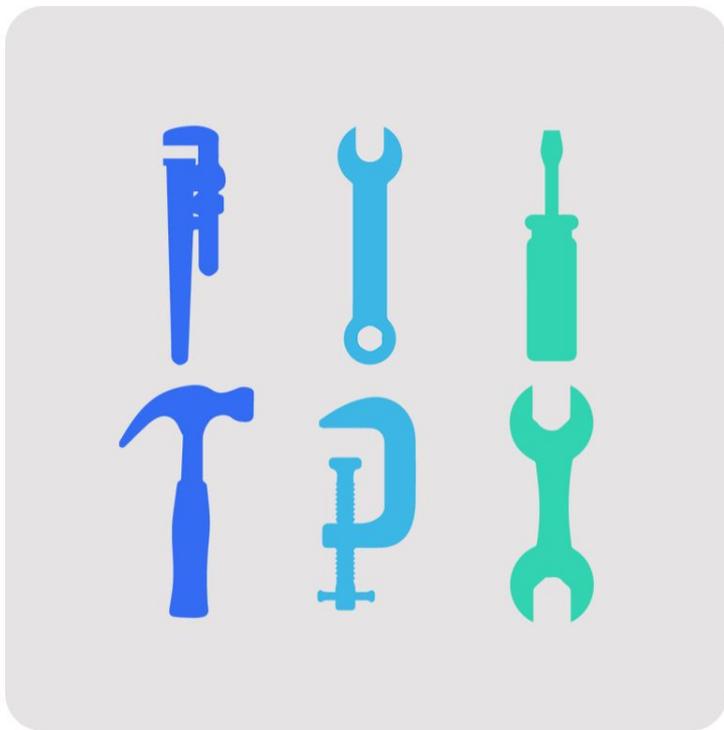
LEAD-MAGNETS

## Top of mind, first in line.

Everyone knows that a website needs a 'call-to-action', something which closes the sales-pitch and asks the visitor to engage with you. However, what everyone seems to forget, is that not everyone who visits your website is ready to make a purchase.

Most website forget about these people, and forget that one day they *will* be ready to purchase and so it's important to capture them either through an email list or social media so you can advertise to them until they are ready. This helps to build trust, and it also means when they're ready you'll be top of mind, and they'll be approaching *you* instead, and thus its an easier sale.

The most effective way of doing this, is to **give away something of value** on your website, like a **free sample** or **insights** that no-one else in your industry would give them, which can only be unlocked in exchange for an email address or social media follow.



## Use the sharpest tools in the shed.

With more and more people marketing their businesses on the internet, it can feel overwhelming for those who do not have the tools or knowledge to stand out from the crowd. However, the right tools to bring your business success are just a click away.

1. [Analytics](#): Use analytics to track how many people arrive on your website, what they do and where they go.
2. [Webmasters](#): This is an essential tool for SEO. When it is hooked up to your analytics, it can tell you what keywords you're showing for and whether they led to a sale or not.
3. [Crazy Egg](#): This is a useful tool that shows you where most of your website visitors clicked or scrolled.
4. [Moz](#): This tool offers useful data, including what Google thinks of you.
5. [SpyFu](#): A unique tool that allows you to 'be a fly on the wall' and spy on your competitors to see what keywords they are targeting and searching.
6. [SEOptimer](#): This is a one-click SEO analysis tool, which will help show you what you're doing wrong.
7. [Mobile Page Speed](#): Speed matters. This tool, from Google, allows you to test the speed of your site.
8. [Google Optimise](#): This tool allows you to automatically rotate different website page designs. This way, you can test what is effective and what isn't.

