

9 STEPS TO A SUCCESSFUL WEBSITE CAMPAIGN

Are you planning a new website launch, a website redesign, or just want to make sure you're getting the most out of your current website campaign?

For more information about topics mentioned here visit PropelYourCompany.com/website-success-blueprint.

STEP 1: CREATE A STRATEGY

- a. Research & survey prospects / clients.
- b. Take time to define your buyer personas.
- c. Who is your target?
- d. What do they want?
- e. What can you offer them?
- f. Identify the process when they land on your website.



STEP 2: CONDUCT WEBSITE AUDIT

- a. Do visitors have enough information?
- b. Is your contact information easily visible?
- c. Does your website include social share integration?
- d. Clear call to actions?
- e. Lead magnets?
- f. Email opt-ins?
- g. Blog?
- h. Resources section?
- i. Customer testimonials / success stories?
- j. Trust elements / social proof?
- k. Good quality images that aren't stock photos?
- l. Page fold - Place your important elements above the fold.



STEP 4: IMPROVE ON-PAGE SEO (Search Engine Optimization)

- a. Map out which keywords and topics you're going to target for each specific page of your website.
- b. Create a unique page title for every page using targeted keywords – the ideal length is 50–60 characters.
- c. Create a unique meta description for every page with the Search Engine Results Page (SERP) in mind – use no more than 160 characters.
- d. Use header tags (H1, H2, H3, H4) that include keywords.
- e. Include a sitemap.
- f. Use a clean, SEO-friendly URL structure, ideally with keywords.
- g. Use internal links to aid with navigation.
- h. Include quality external links to authority sites where appropriate.
- i. Fix any broken links.
- j. Make sure your website doesn't include flash animation.
- k. Minimize page load speed.
- l. Make sure your website is mobile friendly.
- m. Apply a canonical tag to avoid duplicate content.
- n. Use 301 redirects when deleting pages or launching a new site.
- o. Use an SEO crawling tool to ensure your site is free of 404 errors.
- p. Optimize image file names and use unique ALT tag descriptions. specific page of your website.

STEP 3: KEYWORD RESEARCH

- a. List your top keywords. Think like your customers. Include product names.
- b. Research with tools like Google AdWords Keyword Tool.
- c. Use Google trends.
- d. Include long tail keywords and niche words.
- f. Consider location based search words.
- g. Consider voice search use natural language keywords.

STEP 5: CREATE GREAT CONTENT

- a. Make a list of the top 10 problems your clients / customers face.
- b. Brainstorm ways to answer these questions in the form of:
 - Video
 - eBook
 - Checklist
 - Articles
 - Pro Tips
 - Product Review
 - Cheat Sheet
 - Event (live or online)
 - Infographic
 - Press Release
 - Training
 - Report
 - Case Study
 - Trend Report
 - Presentation
 - Podcast
 - Survey
 - Etc.
- c. From here, brainstorm ideas / titles.
- d. Create a 12-month Content Plan.
- e. Start writing, publishing, and sharing content! The goal is to create content that's educational, enlightening, and entertaining. If you feel overwhelmed, outsource all or part of the process.



STEP 6: BUILD YOUR TRIBE TO DRIVE TRAFFIC TO YOUR WEBSITE

- a. Create company social media profiles on sites like LinkedIn, Facebook, YouTube, Twitter, Pinterest, Yelp, etc.
- b. Share your blog posts and website via your social media outlets.
- c. Create a video and upload it to YouTube.
- d. Guest blog post.
- e. Write and submit articles to online news sites.
- f. Send out a press release.
- g. Join in conversations on LinkedIn Groups.
- h. Add social share functionality to your website and blog.



STEP 7: NURTURE YOUR EMAIL LIST

- a. Set up email signups on your website.
- b. Offer gated materials like eBooks as bonuses.
- c. Continually drive traffic to your website with segmented campaigns.
- d. Always help and educate your list by moving them through your funnel towards the sale.



STEP 8: ANALYZE AND OPTIMIZE RESULTS

- a. Setup Google Analytics account and connect it to your website.
- b. Setup Google Webmaster Tools (GWT).
- c. Setup Google Alerts for your business name and other alerts.
- d. Monitor website statistics regularly.
- e. Always be testing, tweaking, and improving, your website.

STEP 9: COUNT YOUR SALES, LEADS, CONVERSIONS & PROFITS THEN REPEAT FROM STEP 1!